

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 23, 1986

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	36.3	31,180
2	FAMILY TIES	30.5	26,200
3	MURDER, SHE WROTE	26.5	22,760
4	60 MINUTES	24.8	21,300
5	CHEERS	23.7	20,360
6	GOLDEN GIRLS	23.5	20,190
7	DYNASTY	22.7	19,500
8	MIAMI VICE	22.6	19,410
9	HIGHWAY TO HEAVEN	22.3	19,160
10	GROWING PAINS#	22.0	18,900
11	WHO'S THE BOSS?	21.6	18,550
12	DALLAS	21.0	18,040
13	NIGHT COURT#	20.9	17,950
13	227	20.9	17,950
15	KATE & ALLIE	20.8	17,870

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	29.1	65,200
2	FAMILY TIES	23.7	53,220
3	CHEERS	17.1	38,370
4	GROWING PAINS#	17.0	38,130
5	MURDER, SHE WROTE	16.7	37,550
6	CBS SPECIAL MOVIE PRESNT(S)	16.3	36,620
7	GOLDEN GIRLS	16.1	36,030
8	HIGHWAY TO HEAVEN	15.8	35,510
9	WHO'S THE BOSS?	15.7	35,290
10	60 MINUTES	15.1	33,800
11	DYNASTY	14.8	33,290
12	MIAMI VICE	14.8	33,160
13	NIGHT COURT#	14.7	33,040
14	ABC SUNDAY NIGHT MOVIE	14.5	32,610
15	227	14.4	32,250
16	MOONLIGHTING	13.7	30,660

### WOMEN (18+)

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	31.3	28,020
2	FAMILY TIES	26.5	23,720
3	MURDER, SHE WROTE	22.9	20,530
4	DYNASTY	20.9	18,720
5	CHEERS	20.5	18,380
6	GOLDEN GIRLS	20.4	18,250
7	60 MINUTES	19.4	17,410
8	HIGHWAY TO HEAVEN	18.7	16,760
9	GROWING PAINS#	18.6	16,700
10	WHO'S THE BOSS?	18.2	16,320
11	ABC SUNDAY NIGHT MOVIE	18.1	16,180
12	DALLAS	18.0	16,110
13	HOTEL	18.0	16,090
14	227	17.9	16,070
15	NIGHT COURT#	17.6	15,760

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	22.7	18,330
2	FAMILY TIES	19.2	15,500
3	60 MINUTES	18.7	15,070
4	MURDER, SHE WROTE	17.0	13,750
5	CHEERS	16.9	13,690
6	MIAMI VICE	15.7	12,720
7	NIGHT COURT#	14.4	11,640
8	NBC SUNDAY NIGHT MOVIE	14.0	11,340
9	HILL STREET BLUES#	13.9	11,200
10	NBC MONDAY NIGHT MOVIES	13.8	11,120
11	HIGHWAY TO HEAVEN	13.6	10,950
12	CBS SUNDAY NIGHT MOVIE	13.5	10,910
13	GROWING PAINS#	13.1	10,560
14	GOLDEN GIRLS	12.8	10,350
15	WHO'S THE BOSS?	12.3	9,900

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 23, 1986

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	32.9	18,610
2	FAMILY TIES	30.1	17,020
3	CHEERS	23.6	13,320
4	GROWING PAINS#	21.7	12,250
5	DYNASTY	21.4	12,080
6	NIGHT COURT#	20.3	11,480
7	ABC SUNDAY NIGHT MOVIE	20.2	11,430
8	MOONLIGHTING	20.1	11,340
9	WHO'S THE BOSS?	19.5	11,040
10	MIAMI VICE	19.0	10,760
11	NBC MONDAY NIGHT MOVIES	18.5	10,480
12	HILL STREET BLUES#	18.4	10,420
13	KNOTS LANDING	18.0	10,190
14	GOLDEN GIRLS	17.8	10,030
15	HOTEL	16.1	9,100

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MURDER, SHE WROTE	36.8	10,110
2	60 MINUTES	33.5	9,190
3	BILL COSBY SHOW	28.3	7,780
4	HIGHWAY TO HEAVEN	26.7	7,340
5	GOLDEN GIRLS	26.0	7,130
6	DALLAS	25.4	6,970
7	CBS SUNDAY NIGHT MOVIE	22.5	6,180
8	FALCON CREST	22.4	6,150
9	227	22.4	6,140
10	HOTEL	21.3	5,860
11	DYNASTY	20.2	5,540
12	FAMILY TIES	19.7	5,420
13	CBS TUESDAY NIGHT MOVIES	19.5	5,360
14	WEBSTER	19.2	5,280
15	MR. BELVEDERE	19.0	5,220

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	22.1	12,130
2	FAMILY TIES	20.7	11,360
3	CHEERS	18.6	10,210
4	MIAMI VICE	16.8	9,200
5	NIGHT COURT#	16.0	8,750
6	NBC MONDAY NIGHT MOVIES	15.4	8,460
7	NBC SUNDAY NIGHT MOVIE	14.8	8,130
8	HILL STREET BLUES#	14.5	7,940
9	GROWING PAINS#	14.4	7,880
10	MOONLIGHTING	12.9	7,060
11	ABC SUNDAY NIGHT MOVIE	12.8	7,020
12	ALFRED HITCHCOCK PRESENTS#	12.6	6,930
13	AMAZING STORIES#	12.5	6,850
14	ST. ELSEWHERE PT.II(S)	12.2	6,700
15	CBS SPECIAL MOVIE PRESENT(S)	12.0	6,560
16	60 MINUTES	11.8	6,480
17	WHO'S THE BOSS?	11.7	6,400

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	35.1	7,280
2	MURDER, SHE WROTE	30.7	6,380
3	BILL COSBY SHOW	25.0	5,200
4	CBS SUNDAY NIGHT MOVIE	20.9	4,340
5	HIGHWAY TO HEAVEN	19.7	4,090
6	GOLDEN GIRLS	18.9	3,920
7	CBS EVENING NEWS-RATHER	17.6	3,660
8	DALLAS	17.5	3,630
9	227	16.5	3,430
10	FAMILY TIES	15.8	3,280
11	A TEAM	15.7	3,260
12	MAGNUM, P.I.	15.7	3,250
13	20/20	15.4	3,200
14	HARDCASTLE & MCCORMICK	15.2	3,160
15	CBS TUESDAY NIGHT MOVIES	15.1	3,140

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2		AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY HOUSE	WORK- ING WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)				
															TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	FEM.	TOTAL	6-11	
*EVENING																															
A TEAM						18	208	210	A	17.0	25	1460	1888	664	350	782	253	457	412	367	277	645	181	396	383	326	223	146	51^	315	215
1	TUE.	8.38P	60	NBC	A	99	99	B	17.8	27	1529	1845	658	304	741	243	422	380	323	278	653	210	393	367	315	222	151	45	300	210	
2	TUE.	8.00P	60																												
		8.00 - 8.30						A	17.1	25	1469	1873	645	350	764	253	438	412	378	271	665	208	432	418	339	197	132^	34^v	312	221	
		8.30 - 9.00						A	16.8	24	1443	1914	662	342	783	247	444	410	371	285	660	182	402	386	331	228	146	52^	325	237	
		9.00 - 9.30						A	17.3	25	1486	1871	684	361	792	257	481	414	353	271	620	161^	365	348	318	243	151^	60^	308	185	
		9.30 - 10.00						A	16.6	24	1426	1736	672	335	776	273	498	412	319	262	536	147^	314	328	245	208	162^	63^	262	156^	
ABC BUSINESS BRIEF-MON						9		193	A	13.9	20	1194	1905	857	369	998	339	533	405	463	406	604	172^	284	304	295	244	128^	52^v	175^	120^
2	MON.	8.58P	1	ABC	N		92	B	14.6	22	1254	1637	551	238	607	206	356	324	295	215	800	293	502	486	384	239	101	50	129	93	
ABC BUSINESS BRIEF-WED						18	193	193	A	16.1	23	1383	1753	709	304	752	242	405	370	344	292	565	213	328	330	233	200	207	93^	229	180
1	WED.	8.57P	2	ABC	N	93	92	B	15.1	22	1297	1734	721	291	802	301	473	399	349	275	536	212	343	318	232	161	159	79	237	164	
2	WED.	8.58P	1																												
ABC BUSINESS BRIEF-FRI						19	189	192	A	14.9	24	1280	1845	818	333	941	310	485	470	364	395	508	159	249	262	232	216	146	111	250	166
1	FRI.	8.41P	2	ABC	N	90	89	B	13.5	22	1160	1814	773	303	862	281	455	430	356	345	448	127	227	236	209	190	145	104	359	212	
2	FRI.	8.43P	1																												
ABC MONDAY NIGHT MOVIE						6	206	209	A	17.2	25	1477	1570	850	399	936	322	544	478	422	316	488	128	229	248	245	199	79^	63^	67^	36^
MON.		9.00P	120	ABC	FF	99	99	B	16.4	25	1409	1721	784	372	876	325	559	486	417	251	607	208	375	372	306	173	140	90	98	63	
		9.00 - 9.30						A	16.9	24	1452	1593	830	406	921	309	524	462	422	328	487	135	231	249	244	194	85^	72^	100	62^	
		9.30 - 10.00						A	17.3	25	1486	1573	844	385	930	326	540	475	420	321	469	126	219	231	231	197	77^	57^	97	50^	
		10.00 - 10.30						A	17.5	27	1503	1571	874	415	953	336	556	485	419	314	489	121	225	251	248	205	86^	70^	43^	21^v	

10.30 - 11.00					A 17.1 27 1469	1531 849 386	930 310 546 489 423 301	505 122 234 258 257 210	72^ 56^	24^ 12v
ABC MOVIE SPEC.(S)				199	A 9.4 15 807	1715 638 317^	799 231^ 422 401 381 324^	482 115^ 264^290^ 264^179^	188^107^	246^ 169^
1 FRI. 9.00P	120	ABC FF		96	A 9.9 15 850	1865 692 351	852 311^ 485 427 349 326	551 187^ 351 357 265^166^	200^133^	262^ 154^
9.30 - 9.30					A 9.3 14 799	1801 678 329^	841 313^ 484 461 352 304^	486 119^ 266^281^ 264^178^	190^123^	284^ 180^
9.30 - 10.00					A 9.4 15 807	1576 599 297^	757 163^ 361 356 400 338	442 75v 224^267^ 261^175^	176^ 87^	201^ 167^
10.00 - 10.30					A 8.9 15 765	1605 585 282^	744 138^ 357 366 423 322^	449 72v 212^250^ 263^199^	178^ 78v	234^ 184^
10.30 - 11.00										
ABC NEWSBRIEF-MON			20	186 191	A 15.0 22 1289	1614 873 414	964 332 549 450 428 354	463 124 215 219 231 202	84^ 57^	103^ 50^
1 MON. 9.43P	1	ABC N		93 93	B 12.9 19 1108	1759 709 310	785 278 468 424 368 257	640 209 375 373 310 211	160 83	174 109
2 MON. 9.52P	2									
ABC NEWSBRIEF-TUE			20	188 185	A 14.4 22 1237	1724 771 326	838 383 626 524 362 192	602 208 410 402 300 176	116 42^	168 118
1 TUE. 10.07P	1	ABC N		92 92	B 13.9 21 1194	1743 752 357	855 367 599 507 380 207	582 230 401 360 274 143	167 95	139 88
2 TUE. 9.58P	1									
ABC NEWSBRIEF-WED			20	189 189	A 19.1 28 1641	1714 891 405	990 378 625 545 417 310	472 158 270 254 225 166	155 102	97 65^
WED. 9.58P	1	ABC N		92 92	B 17.9 27 1538	1583 828 348	925 327 545 483 403 321	475 177 280 263 203 163	103 65	80 52
ABC NEWSBRIEF-THU			20	184 178	A 13.6 20 1168	1531 841 279	906 272 472 441 389 366	481 151 268 289 210 180	73^ 48^	71^ 45^
THU. 9.58P	1	ABC N		91 91	B 11.4 17 979	1613 774 282	847 252 453 424 396 337	547 189 305 294 239 205	118 65	101 64
ABC NEWSBRIEF-FRI			20	183 178	A 7.6 12 653	1651 649 317	780 283 441 462 333 289	446 82^ 223 243 245 190^	213 142^	212 145^
1 FRI. 9.55P	1	ABC N		90 88	B 8.3 13 713	1693 641 287	750 272 445 402 331 257	500 147 286 285 268 178	168 109	275 199
2 FRI. 9.58P	1									
ABC NEWSBRIEF-SAT.			20	186 184	A 9.6 15 825	1813 764 338	832 209 471 486 442 310	665 194 361 376 348 255	133^ 44^	183 130^
SAT. 9.58P	1	ABC N		94 92	B 10.9 18 936	1648 719 302	800 221 411 386 378 340	607 180 332 333 292 234	100 48	141 97
ABC NEWSBRIEF-SUN.			20	189 192	A 18.2 27 1563	1953 848 385	956 410 687 623 416 210	522 221 387 349 242 108	177 83^	298 175
SUN. 9.59P	1	ABC N		95 95	B 15.7 23 1349	1813 711 327	790 310 524 482 368 212	718 290 498 462 332 173	139 57	166 108

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.				
EVENING CONT'D																															
ABC SPORTS UPDATE-SAT SAT. 8.58P 1 ABC SN 18 192 193 94 92														A 7.4 12 636	1799	808 315	849 147^ 473 437 501 353	626 138^ 302 315 360 252	62^ 42^ 262 134^												
														B 8.5 14 730	1715	724 275	805 239 427 377 377 326	612 204 338 326 263 233	130 55 168 120												
ABC SPORTS UPDATE-SUN 1 SUN. 9.27P 1 ABC SN 20 195 198 94 95														A 17.9 25 1538	2198	817 372	932 398 666 589 411 206	579 284 451 407 240 97	233 143 454 296												
2 SUN. 8.58P 1														B 13.5 19 1160	1990	685 349	782 324 539 482 357 191	676 266 475 458 331 157	194 94 338 218												
ABC SUNDAY NIGHT MOVIE 13 206 209														A 20.0 30 1718	1898	846 382	941 387 664 596 425 215	560 237 408 381 260 118	164 94 233 151												
1 SUN. 9.00P 116 ABC FF 99 99														B 17.2 26 1477	1834	709 334	800 336 552 499 363 193	675 278 488 448 323 147	171 83 188 126												
2 SUN. 9.00P 120																															
9.00 - 9.30														A 20.0 29 1718	2012	868 378	952 372 670 596 445 223	578 248 419 388 268 119	213 113 269 173												
9.30 - 10.00														A 20.5 30 1761	1987	878 399	977 413 703 610 431 220	552 238 405 374 255 113	190 98 268 160												
10.00 - 10.30														A 20.2 31 1735	1835	825 376	921 396 649 586 402 207	548 235 401 375 251 113	135 87 231 150												
10.30 - 11.00														A 19.3 31 1658	1747	816 377	912 367 633 587 423 210	565 229 409 388 271 126	110 72^ 160 115												
ABC WORLD NEWS TONIGHT M-F 6.30P 30 ABC N 100 206 207 99 99														A 12.7 21 1091	1544	683 253	745 186 356 366 346 336	602 173 302 310 268 258	105 72 92 67												
														B 11.8 21 1014	1504	694 233	754 176 334 339 338 361	593 152 298 293 281 259	72 47 85 57												
ABC WRLD NEWS TONIGHT-SAT SAT. 6.30P 30 ABC N 10 191 190 96 96														A 9.8 18 842	1487	617 153^	654 73^ 234 220 305 403	681 199 323 281 280 318	75^ 51^ 77^ 55^												
														B 10.0 18 859	1511	647 229	736 154 302 322 322 390	589 122 256 263 284 292	93 55 93 55												
ABC WRLD NEWS TONIGHT-SUN SUN. 6.30P 30 ABC N 18 155 156 83 83														A 8.5 16 730	1590	656 188	697 126^ 264 294 315 393	674 148^ 277 325 301 338	92^ 51^ 127^ 95^												
														B 8.0 14 687	1477	667 196	744 147 280 275 312 422	595 133 262 270 270 291	51 29 87 53												
AIRWOLF 19 202 201														A 12.8 22 1100	1728	621 259	670 185 373 379 344 236	728 249 460 458 382 222	134 61^ 196 152												
1 SAT. 10.00P 60 CBS A 99 99														B 12.6 21 1082	1863	674 264	736 224 421 404 361 263	725 239 440 430 376 233	136 47 266 180												
2 SAT. 8.00P 60																															
8.00 - 8.30														A 12.0 21 1031	1844	687 303	730 168^ 418 412 415 254^	802 269 463 421 415 280	69^ 56^ 243^ 175^												
8.30 - 9.00														A 13.3 22 1142	1820	630 278	695 187^ 378 364 366 255	819 295 482 445 404 277	68^ 57^ 238 167^												
10.00 - 10.30														A 13.4 22 1151	1624	557 212^	607 195^ 338 355 270 219^	617 209^ 425 455 338 162^	230^ 80^ 170^ 139^												
10.30 - 11.00														A 12.3 22 1057	1614	622 239^	654 186^ 363 384 334 216^	670 220^ 471 504 371 166^	155^ 47^ 135^ 124^												
ALFRED HITCHCOCK PRESENTS 13 206														A 14.5 20 1246	2029	752 305	838 384 672 574 373 166^	657 332 556 477 283 101^	159^ 65^ 375 286												
1 SUN. 8.30P 30 NBC SM 99														B 16.0 23 1374	2234	787 376	863 434 677 588 359 141	742 353 587 530 337 123	268 141 361 261												
AMAZING STORIES 15 207														A 15.8 23 1357	2117	661 269	745 351 567 529 332 155^	599 333 506 425 239 93^	212 113^ 561 425												
1 SUN. 8.00P 30 NBC GD 99														B 17.5 25 1503	2284	755 372	833 408 648 565 350 141	756 365 600 537 338 117	271 138 424 303												
AMERICAN PORTRAIT 52 203 200														A 14.0 20 1203	1608	670 258	720 183 362 367 349 308	587 169 334 330 305 211	104 60 197 109												
1 MTUTh 8.58P 1 CBS DO 98 98														B 14.5 21 1246	1712	730 293	813 241 431 403 382 325	560 168 317 305 286 204	112 59 227 143												
2 TU&TH 8.58P 1																															
BENSON SAT. 8.30P 30 ABC CS 6 202 204 99 97														A 9.1 15 782	1708	760 267	818 133^ 408 369 458 389	583 132^ 265 268 319 260	103^ 50^ 204 93^												
														B 10.2 17 876	1733	767 290	851 213 421 405 412 377	598 156 300 308 297 239	123 65 161 100												
BILL COSBY SHOW THU. 8.00P 30 NBC CS 21 214 216 99 99														A 36.3 52 3118	2091	802 365	897 364 596 520 385 249	588 239 389 364 253 167	226 132 380 242												
														B 33.5 50 2878	2095	793 368	897 354 572 511 373 268	588 234 383 354 258 169	231 130 379 245												
BLACKE'S MAGIC 6 199 195														A 16.0 23 1374	1715	781 297	848 280 498 487 425 278	620 178 355 388 370 207	139 79^ 108 78^												
WED. 9.00P 60 NBC SM 99 99														B 16.6 24 1426	1715	716 273	796 280 484 430 364 259	637 199 386 384 343 201	144 67 138 101												
9.00 - 9.30														A 16.2 24 1392	1690	767 294	833 268 471 468 416 291	589 157 324 362 360 209	143 87^ 125 89^												
9.30 - 10.00														A 15.8 23 1357	1730	793 300	860 288 519 505 436 266	650 199 384 412 380 204	132 71^ 88^ 67^												
BUGS BUNNY'S VALENTINE(S) 207														A 11.4 17 979	1814	622 244^	640 235^ 322 359 294 245^	695 279 457 422 310 202^	30^ 30^ 449 246^												
1 TUE. 8.37P 23 CBS EA 99																															



PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
								%	%				TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																														
CAGNEY & LACEY					17	207	208	A	18.0	28	1546	1437	704	273	826	273	461	450	376	306	496	144	287	313	273	153	77^	25^	38^	14v
MON.	10.00P	60	CBS	OP	99	99	B	17.5	28	1503	1475	748	315	851	266	494	475	411	298	484	165	299	293	241	151	98	52	42	25	
	10.00 - 10.30						A	17.8	27	1529	1441	709	280	831	278	470	459	378	304	490	142	283	310	264	150	72^	28^	48^	17v	
	10.30 - 11.00						A	18.3	29	1572	1413	693	263	812	265	449	433	371	306	494	142	288	315	277	151	79^	22v	28^	11v	
CBS EVENING NEWS-RATHER					104	206	207	A	13.9	23	1194	1455	637	205	678	102	240	285	358	381	645	135	290	312	350	307	63	28^	69	34^
M-F	6.30P	30	CBS	N	99	99	B	13.6	23	1168	1475	667	225	731	135	278	297	347	398	603	128	264	272	306	296	60	26	81	45	
CBS EVENING NEWS-SUNDAY					13	181	183	A	9.6	18	825	1653	686	181	691	89^	256	276	359	367	893	304	519	464	379	346	25v	7v	44^	18v
SUN.	6.00P	30	CBS	N	89	90	B	8.8	15	756	1485	660	218	705	111	255	267	340	395	671	174	333	319	319	309	44	23	65	41	
CBS SAT. NEWS-SCHIEFFER					14	181	180	A	8.7	16	747	1585	634	229	652	70^	189	244	315	408	688	173^	332	357	301	315	139^	86^	106^	33v
SAT.	6.30P	30	CBS	N	92	92	B	9.3	17	799	1523	636	198	677	91	228	264	330	397	666	157	306	316	311	322	94	42	86	39	
CBS SATURDAY NIGHT MOVIE					19	197		A	12.5	21	1074	1752	702	343	790	264	504	431	395	252	573	196^	326	322	267	193^	195^	97^	194^	108^
2 SAT.	9.00P	120	CBS	FF	99		B	13.0	22	1117	1830	725	335	807	289	524	473	392	228	681	254	457	446	348	169	169	57	173	118	
	9.00 - 9.30						A	11.4	19	979	1632	629	291	722	230^	459	397	372	232^	545	176^	284	307	261^	192^	181^	108^	184^	107^	
	9.30 - 10.00						A	12.5	21	1074	1655	668																		



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	WOMEN			MEN			TOTAL FEM.			TOTAL 6-11								
																18-49	25-54	35-64	55+		18-34	25-49	35-64	55+									
EVENING CONT'D																																	
FORTUNE DANE														A 10.0 16 859	1857	755	364	814	206	464	474	448	290	700	186	390	399	377	260	143	56	200	150
SAT. 9.00P 60 ABC OP 99 97														B 10.0 16 859	1857	755	364	814	206	464	474	448	290	700	186	390	399	377	260	143	56	200	150
9.00 - 9.30														A 9.6 15 825	1808	729	343	790	197	442	446	433	291	680	159	362	365	374	270	147	58	191	144
9.30 - 10.00														A 10.5 17 902	1874	771	377	829	214	482	493	453	287	710	204	409	425	379	251	131	49	204	151
GIMME A BREAK														A 16.5 27 1417	1843	794	284	951	385	558	439	348	330	382	139	212	179	136	157	214	128	296	208
SAT. 8.00P 30 NBC CS 99 98														B 16.4 28 1409	1960	776	326	899	317	517	451	355	331	465	165	275	249	194	159	232	146	364	274
GOLDEN GIRLS														A 23.5 37 2019	1785	787	300	905	285	498	462	400	354	512	183	289	235	229	195	133	90	235	130
SAT. 9.00P 30 NBC CS 99 99														B 21.7 35 1864	1834	820	326	910	264	493	475	416	358	488	143	264	262	236	184	171	107	265	203
GROWING PAINS														A 22.0 32 1890	2017	802	366	884	432	648	492	347	206	558	264	415	373	228	101	319	210	256	209
2 TUE. 8.30P 30 ABC CS 99 99														B 19.5 29 1675	1844	760	349	852	333	544	473	375	248	505	196	332	315	236	131	229	141	258	173
HARDCASTLE & MCCORMICK														A 15.4 22 1323	1823	794	329	889	266	503	454	441	330	639	153	319	359	359	238	120	41	175	109
MON. 8.00P 60 ABC A 99 99														B 14.3 21 1228	1792	715	299	784	260	445	401	366	282	656	193	369	367	328	235	143	61	209	136
8.00 - 8.30														A 15.3 22 1314	1817	809	323	902	280	507	462	436	336	621	149	311	351	347	234	116	40	178	103
8.30 - 9.00														A 15.6 22 1340	1813	777	331	871	251	494	442	440	325	652	156	322	364	368	241	118	40	172	114
HE'S THE MAYOR														A 10.4 16 893	1522	633	348	715	257	441	492	327	220	338	30	156	182	212	156	336	209	133	101
2 FRI. 9.30P 30 ABC CS 95 95														B 10.1 16 868	1746	670	287	766	305	499	451	330	223	464	132	270	248	241	162	251	151	265	186
HIGHWAY TO HEAVEN														A 22.3 33 1916	1853	795	231	874	254	444	439	350	383	570	172	315	298	295	213	146	99	263	179
WED. 8.00P 60 NBC GD 99 99														B 21.2 32 1821	1766	768	271	862	219	422	413	396	387	553	151	292	286	277	219	127	69	224	164
8.00 - 8.30														A 22.0 33 1890	1838	789	228	862	245	430	426	343	388	572	171	316	297	294	214	142	96	262	180
8.30 - 9.00														A 22.6 33 1941	1865	801	234	884	263	457	453	358	377	569	173	315	297	297	213	150	101	262	177
HILL STREET BLUES														A 19.6 31 1684	1590	741	372	857	396	618	491	372	177	664	270	470	437	343	146	39	12	30	17
1 THU. 10.00P 60 NBC OP 99 99														B 16.3 26 1400	1576	692	365	761	333	542	482	337	170	679	292	493	479	320	138	81	32	55	36
10.00 - 10.30														A 19.8 31 1701	1610	757	380	875	412	639	507	373	177	657	263	466	437	341	146	46	17	32	17
10.30 - 11.00														A 19.4 32 1666	1566	721	363	836	380	598	474	370	174	672	276	476	437	344	147	32	7	26	18
HOTEL														A 20.0 33 1718	1462	848	383	936	305	530	483	396	341	435	123	224	223	217	171	48	22	43	14
WED. 10.00P 60 ABC GD 99 99														B 18.8 31 1615	1463	831	338	923	288	496	449	397	366	426	139	228	208	183	173	68	46	46	26
10.00 - 10.30														A 20.3 32 1744	1491	864	390	954	319	553	499	403	334	440	130	227	219	212	174	51	23	46	17
10.30 - 11.00														A 19.7 34 1692	1426	829	377	916	290	505	464	386	349	431	119	224	222	218	170	41	20	38	8
HUNTER														A 14.6 25 1254	1908	830	206	937	422	601	391	410	296	746	294	479	336	358	231	113	48	112	89
1 SAT. 10.00P 60 NBC OP 99 99														B 15.4 26 1323	1759	756	317	838	278	519	491	414	266	605	209	371	343	303	195	160	88	156	121
10.00 - 10.30														A 14.8 25 1271	1907	836	223	932	408	591	398	416	307	730	288	473	326	347	234	127	58	118	91
10.30 - 11.00														A 14.4 25 1237	1905	823	185	939	438	611	387	402	280	762	301	487	345	369	227	98	37	106	89
KATE & ALLIE														A 20.8 29 1787	1611	720	305	831	285	491	478	372	290	492	142	273	303	256	174	105	60	183	133
MON. 9.00P 30 CBS CS 99 99														B 20.5 29 1761	1691	768	343	870	280	515	495	399	299	469	154	283	283	227	152	170	99	182	126
KNIGHT RIDER														A 15.4 24 1323	1857	589	192	727	275	481	381	320	203	561	191	316	306	262	184	163	39	406	278
FRI. 9.00P 60 NBC A 99 99														B 14.5 22 1246	1931	638	234	720	280	471	411	315	208	636	263	400	347	280	188	176	64	399	274
9.00 - 9.30														A 14.6 22 1254	1873	569	181	707	266	465	371	309	203	553	186	311	315	260	182	183	45	430	290
9.30 - 10.00														A 16.3 25 1400	1819	600	201	735	280	491	385	322	202	560	195	315	296	258	182	144	33	380	265
KNOTS LANDING														A 19.6 31 1684	1519	838	400	931	337	605	531	438	287	449	158	267	230	211	165	51	49	88	53
THU. 10.00P 60 CBS GD 99 99														B 19.9 32 1709	1550	850	348	949	335	566	507	425	330	442	165	278	249	211	141	88	56	71	44
10.00 - 10.30														A 19.7 31 1692	1551	837	396	926	336	598	527	434	286	462	164	279	242	219	165	52	49	111	68
10.30 - 11.00														A 19.5 32 1675	1481	838	402	933	340	609	535	438	285	434	153	257	216	201	164	49	49	65	37
LOVE BOAT														A 13.9 24 1194	1674	768	365	901	291	514	469	362	348	467	161	246	219	201	194	132	64	174	123
CONT'D																																	



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2ND FEB. 1986 REPORT

PROGRAM NAME				T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11												
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+												
EVENING CONT'D																																				
LOVE BOAT-CONT'D																																				
	SAT.	10.00P	60	ABC	CS	98	98		B 13.3	23	1142	1609	764	330	874	262	446	404	364	375	476	161	265	243	207	182	121	68	138	99						
		10.00 - 10.30							A 13.6	23	1168	1680	759	357	890	281	512	464	371	344	464	153	250	228	212	187	142	66A	184	127						
		10.30 - 11.00							A 14.3	25	1228	1648	769	367	901	300	511	468	347	349	465	165	239	208	191	199	121	60A	161	118						
MACGYVER																																				
	WED.	8.00P	60	ABC	A	6	204	205	A 15.1	22	1297	1867	717	324	755	269	441	386	336	258	633	261	394	360	261	210	241	99A	238	177						
		8.00 - 8.30							B 15.8	23	1357	1878	699	281	787	278	481	421	357	246	588	218	364	349	265	188	222	104	281	187						
		8.30 - 9.00							A 14.5	22	1246	1863	707	309	745	270	430	378	330	255	637	262	400	367	267	205	245	103A	236	171						
									A 15.8	23	1357	1847	715	330	749	264	439	386	336	256	620	258	384	353	253	206	238	97A	240	182						
MAGNUM, P.I.																																				
	THU.	8.00P	60	CBS	PD	19	205	201	A 15.4	22	1323	1561	681	280	729	131	321	348	368	369	629	160	351	340	336	247	104	43A	99A	51A						
		8.00 - 8.30							B 15.4	23	1323	1660	745	277	813	211	403	387	400	350	619	167	348	352	331	221	91	34	137	86						
		8.30 - 9.00							A 14.4	21	1237	1527	677	280	725	134	311	331	353	382	607	149	335	333	327	244	99A	39A	96A	53A						
									A 16.5	24	1417	1573	683	276	728	127	328	357	377	357	640	168	361	341	340	246	105	45A	100	48A						
MARY																																				
	WED.	8.00P	30	CBS	CS	10	207	207	A 12.5	19	1074	1574	764	342	794	244	459	440	385	280	515	161	275	271	264	186	110A	74A	155	92A						
									B 14.6	22	1254	1588	750	322	808	248	424	417	368	324	509	173	281	269	236	185	106	61	165	106						
MIAMI VICE																																				
	FRI.	10.00P	60	NBC	OP	20	212	215	A 22.6	37	1941	1708	684	286	755	350	553	463	331	164	654	290	473	434	294	147	158	69A	141	107						
		10.00 - 10.30							B 22.1	36	1898	1819	707	351	794	383	596	511	337	156	695	317	522	475	309	136	174	81	156	120						
		10.30 - 11.00							A 22.2	36	1907	1723	682	283	753	342	549	460	336	166	658	288	472	433	293	151	164	75	148	111						
									A 22.9	38	1967	1694	687	288	759	360	561	467	328	161	654	293	477	437	295	144	148	61A	133	105						
MISFITS OF SCIENCE																																				
						6	199		A 10.8	17	928	2124	806	192A	867	327	523	414	361	300	542	168A	289	285A	251A	206A	276A	130A	439	318						
2 FRI. 8.00P 60 NBC A 99																																				
		8.00 - 8.30							B 12.2	19	1048	2133	694	287	772	282	489	433	354	234	661	284	435	346	275	196	229	92	471	334						
		8.30 - 9.00							A 10.6	17	911	2034	750	230A	821	278A	478	410	369	303	549	174A	286A	276A	240A	216A	260A	135A	404	292						
									A 11.1	18	953	2178	851	154A	900	371	562	412	348	294	527	162A	288	286	254A	193A	285	122A	466	339						
MR. BELVEDERE																																				
	FRI.	8.30P	30	ABC	CS	19	199	201	A 16.4	26	1409	1812	833	339	924	319	491	480	355	371	464	147	232	242	198	196	158	120	266	166						
									B 14.7	24	1263	1783	773	300	848	271	447	425	353	338	446	130	232	233	201	186	153	106	336	205						
MOONLIGHTING																																				
	1 TUE.	9.00P	60	ABC	PD	19	208	209	A 19.3	28	1658	1849	813	378	882	409	684	542	390	166	596	231	427	406	283	143	185	76A	186	146						
	2 TUE.	9.00P	60						B 18.0	27	1546	1823	775	386	882	392	645	545	392	186	585	252	427	401	269	118	194	101	162	111						
		9.00 - 9.30							A 18.8	27	1615	1885	810	378	892	419	690	532	396	166	595	239	424	417	277	137	206	87	192	148						
		9.30 - 10.00							A 19.6	29	1684	1833	810	380	874	405	684	550	389	159	592	233	429	401	279	143	184	72A	183	144						
		10.00 - 10.30							A 20.0	31	1718	1751	844	370	879	371	653	560	376	202	608	170	407	403	349	170	93A	41A	171	138A						
MURDER, SHE WROTE																																				
	SUN.	8.00P	60	CBS	SM	17	208	208	A 26.5	38	2276	1650	830	315	902	160	379	419	478	444	604	124	256	292	322	280	52A	29A	92	47A						
		8.00 - 8.30							B 25.4	36	2182	1620	809	310	896	173	387	409	456	437	566	127	264	279	296	256	73	36	85	59						
		8.30 - 9.00							A 26.1	38	2242	1644	835	317	903	156	377	418	482	447	609	126	256	296	317	286	40A	25A	92	44A						
									A 26.8	38	2302	1656	827	313	902	164	382	419	475	442	600	123	257	288	326	275	62	32A	92	51A						
NBC MONDAY NIGHT MOVIES																																				
	1 MON.	9.00P	150	NBC	FF	17	203	203	A 19.2	29	1649	1757	702	354	839	414	636	474	339	172	675	320	513	413	292	135	152	87	91	59A						
	2 MON.	9.00P	120						B 18.6	28	1598	1689	782	341	889	347	569	483	391	269	525	193	326	290	245	167	140	83	135	84						
		9.00 - 9.30							A 18.7	26	1606	1783	698	368	829	383	608	482	337	185	658	303	494	393	289	139	163	95	133	83A						
		9.30 - 10.00							A 19.1	27	1641	1803	710	372	842	415	650	496	339	165	677	327	514	405	283	136	166	101	118	70A						
		10.00 - 10.30							A 19.6	30	1684	1746	666	341	811	417	628	454	326	157	697	335	543	457	299	128	162	90	76A	57A						
		10.30 - 11.00							A 18.7</																											



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
													TOTAL		18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
EVENING CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												

### PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. % (0.000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
													TOTAL	18-34	WOMEN						TOTAL	18-34	MEN			TOTAL FEM.	TOTAL 6-11			
															18-49	25-54	35-64	55+			18-49	25-54	35-64	55+						
EVENING CONT'D																														
NEWSBREAK-SUN.																														
1	SUN.	10.00P	1	CBS	N	21	197	175	A 17.7	27	1520	1632	800	309	860	186	399	446	437	374	645	207	330	338	304	253	74^	45^	53^	35^
2	SUN.	10.07P	1			98	84		B 14.8	22	1271	1614	818	325	905	222	427	432	436	410	538	145	279	284	283	220	88	54	83	62
NIGHT COURT																														
2	THU.	9.30P	30	NBC	CS	18	201	99	A 20.9	30	1795	1841	756	396	878	464	639	513	293	212	648	278	486	462	291	116^	109^	41^	206	149
						96	99		B 21.0	31	1804	1809	760	398	857	394	608	530	344	202	651	300	480	449	277	135	160	73	141	90
PUNKY BREWSTER																														
	SUN.	7.00P	30	NBC	CS	17	186	191	A 9.9	16	850	2113	638	225	726	268	452	427	323	230	515	205	332	300	264	143^	215	151^	657	420
						96	97		B 9.7	15	833	2143	662	257	741	270	473	433	334	223	578	231	388	353	274	148	252	153	572	387
REDD FOX SHOW																														
	SAT.	8.00P	30	ABC	CS	6	203	205	A 9.8	16	842	1830	746	275	809	214	454	387	401	333	635	163	333	297	355	252	130^	63^	256	146^
						99	97		B 11.4	19	979	1860	750	289	830	238	437	416	396	328	684	206	381	355	345	247	134	73	212	119
REMINGTON STEELE																														
2	SAT.	10.00P	60	NBC	PD	1	195	98	A 15.6	28	1340	1610	753	356	829	247	515	520	438	243	530	222	341	274	222	153^	99^	67^	152^	117^
		10.00 - 10.30							B 15.6	28	1340	1610	753	356	829	247	515	520	438	243	530	222	341	274	222	153	99	67	152	117
		10.30 - 11.00							A 15.5	27	1331	1661	781	357	856	258	533	535	447	251	560	254	372	286	216	156^	96	65^	149^	114^
									A 15.8	28	1357	1542	722	349	796	238	494	499	425	234	493	186^	305	262	227	148^	99^	65^	154^	118^
REMINGTON STEELE																														
1	TUE.	10.30P	60	NBC	PD	15	197	205	A 13.3	23	1142	1549	711	330	849	323	533	470	373	25										

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK # DAY		START TIME		DUR		NET TYPE		PROG.		WK 1 WK 2		AVG. AUD. SHARE %			AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)		
																					TOTAL										TOTAL FEM.		TOTAL 6-11		
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																						TOTAL										TOTAL FEM.		TOTAL 6-11	



PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1986 REPORT

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# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1986 REPORT

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11										
LATE FRINGE CONT'D																																					
DAVID LETTERMAN I						80	200	201	A	3.9	21	335	1337	549	137^	663	339	445	310	210	174^	660	353	504	343	245	135^	14v	LT	LT	LT						
1 M & TU 1.00A						30	NBC	GV	99	99		B	4.0	19	344	1274	565	243			628	276	389	309	252	170	590	305	428	311	225	131	32	18	24	16	
1 W & TH 12.30A						30																															
2 M-TH 12.30A						30																															
DAVID LETTERMAN II						80	200	201	A	2.9	20	249	1269	474	124^	639	361	478	301	197^	133^	615	426	519	282	132^	96^	LT	LT	LT	LT	LT	LT				
1 M & TU 1.30A						30	NBC	GV	99	99		B	3.0	19	258	1204	506	207			568	285	391	257	206	135	586	336	444	292	200	112	34	21	LT	LT	
1 W & TH 1.00A						30																															
2 M-TH 1.00A						30																															
EYE ON HOLLYWOOD						75	77	77	A	1.3	6	112	1143	590	250^	617	233^	383^	313^	321^	188^	526^	241^	338^	250^	223^	170^	LT	LT	LT	LT	LT	LT				
1 MON. 12.01A						31	ABC	GV	52	53		B	1.3	6	112	966	444	176			502	193	319	273	239	140	437	160	259	233	213	137	LT	LT	LT	LT	
1 TUE. 12.09A						30																															
1 WED. 12.01A						30																															
1 THU. 12.01A						29																															
1 FRI. 12.00M						30																															
2 MON. 12.00M						31																															
2 TUE. 12.01A						31																															
2 WED. 12.00M						30																															
2 TH & F 12.01A						30																															
FRIDAY NIGHT VIDEOS						20	183	183	A	4.0	19	344	1113	485	151^	552	303^	384^	198^	133^	150^	440	279^	321^	213^	140^	119^	75v	46v	46v	46v	46v	46v				
FRI. 12.30A						90	NBC	PC	97	97		B	3.7	18	318	1332	566	224			622	381	507	305	182	98	468	282	373	282	146	79	183	60	59	30	
12.30 - 1.00									A	5.0	19	430	1267	549	181^	579	303^	426	229^	184^	128^	470	261^	342	242^	197^	128^	116^	85^	102^	102^	102^	102^	102^			

1.00 - 1.30	A	3.7	18	318	1025	479	158	535	306	374	167	131	141	434	302	324	224	110	110	56v	28v	LT	LT					
1.30 - 2.00	A	3.2	20	275	985	400	102v	538	302	334	178	58v	204	418	287	287	160	91v	131	29v	LT	LT	LT					
G MICHAELS SPORTS MACHINE	22	72	72	A	1.3	4	112	1098	482	125v	580	170v	295v	393	250v	160v	518	322	357	304v	143v	53v	LT	LT	LT	LT		
SUN. 11.30P	15	NBC	SC	50	50	B	1.6	5	137	1003	378	88	459	183	245	219	156	159	489	214	344	276	211	123	LT	LT	LT	LT
SATURDAY NIGHT	12	198	193	A	7.0	20	601	1636	808	369	862	540	691	481	227	124	614	342	486	433	227	94	107	51v	53v	44v		
1 SAT. 11.30P	78	NBC	GV	99	99	B	7.7	22	661	1520	641	284	705	360	523	415	271	134	583	296	462	400	248	91	173	69	59	48
2 SAT. 11.30P	80																											
11.30 - 12.00	A	8.6	22	739	1529	689	341	768	425	566	454	228	150	597	272	447	444	279	110	93	34v	71	50					
12.00 - 12.30	A	6.4	19	550	1753	896	424	933	619	766	521	230	114	654	375	519	453	230	89	121	67	45	45v					
12.30 - 1.00	A	5.2	19	447	1783	976	353	1014	699	900	499	242	89	620	487	558	385	108	62v	126	72v	23v	23v					
TONIGHT SHOW	96	200	201	A	7.6	25	653	1368	640	195	741	277	416	341	295	276	559	220	347	309	269	172	41	24v	27	15v		
1 M & TU 12.00M	60	NBC	GV	99	99	B	7.5	23	644	1427	677	233	757	246	404	359	325	288	550	220	347	310	247	167	65	30	55	31
1 W-F 11.30P	60																											
2 M-F 11.30P	60																											
11.30 - 12.00	A	8.9	24	765	1354	643	213	739	268	395	331	296	290	533	206	331	310	263	163	45	25	37	23					
12.00 - 12.30	A	7.0	25	601	1376	633	181	747	288	425	339	284	278	576	227	357	315	275	176	34	23v	19v	LT					
12.30 - 1.00	A	5.0	23	430	1419	663	167	765	312	519	396	335	216	621	254	382	268	298	218	16v	16v	17v	LT					
*WEEKDAY DAYTIME																												
ABC AFTERSCHOOL SPECIAL(S)	188			A	8.2	21	704	1534	633	139	732	362	557	433	298	127	339	145	222	146	166	86v	203	126	260	170		
1 WED. 4.00P	60	ABC	FV	96																								
4.00 - 4.30	A	7.9	21	679	1511	631	128	718	375	550	425	284	115	303	128	205	126	153	69v	185	117	305	200					
4.30 - 5.00	A	8.6	22	739	1521	621	145	728	345	552	430	301	134	365	159	234	161	172	101	216	130	212	136					
ABC DAYTIME NEWSBRIEF-M-F	99	204	204	A	9.2	28	790	1422	793	210	913	465	700	570	361	192	267	114	179	162	69	88	103	93	139	52		
M-F 2.58P	1	ABC	N	98	98	B	8.0	27	687	1296	789	234	889	422	647	535	362	211	226	99	131	110	56	92	78	64	103	40



# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1986 REPORT

PROGRAM NAME				T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11															
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+																
WEEKDAY DAYTIME CONT'D																																								
GUIDING LIGHT																																								
M-F		3.00P	60	CBS	DD	100	205	205	A	7.2	21	618	1272	816	214	893	239	477	444	469	347	170	58^	93^	70^	76^	72^	140	115	69^	22^									
		3.00 - 3.30				99	99		B	6.8	21	584	1248	765	170	876	223	444	395	432	375	203	59	107	86	92	83	113	77	56	29									
		3.30 - 4.00							A	7.0	21	601	1243	819	206	888	235	472	451	471	347	152	49^	81^	61^	71^	67^	135	111	68^	18^									
									A	7.3	21	627	1290	817	219	897	240	479	436	469	350	179	63^	99^	72^	76^	75^	142	117	72^	28^									
LOVING																																								
M-F		12.30P	30	ABC	DD	97	187	187	A	4.6	14	395	1261	746	288	888	402	610	520	365	240	198	77^	119^	96^	68^	66^	41^	41^	134^	51^									
						94	94		B	4.2	15	361	1225	754	259	867	366	594	501	383	230	229	95	133	98	72	92	49	42	80	37									
MAIN STREET 5(S)																																								
2 TUE.		4.00P	60	NBC	CN		122		A	3.0	8	258	1457	609^	310^	717^	159^	275^	205^	364^	404^	481^	100^	100^	LT	24^	381^	66^	66^	193^	120^									
		4.00 - 4.30					80		A	2.9	8	249	1819	771^	429^	995^	293^	436^	293^	453^	478^	489^	LT	LT	LT	LT	489^	137^	137^	198^	118^									
		4.30 - 5.00							A	3.1	8	266	1105	455^	192^	455^	30^	120^	120^	282^	335^	466^	195^	195^	LT	41^	271^	LT	LT	184^	120^									
NBC NEWS AT SUNRISE																																								
M-F		6.30A	30	NBC	N	100	193	193	A	2.4	18	206	1136	621	267^	621	101^	222^	291^	282^	292^	427	72^	247^	286^	229^	141^	83^	LT	LT	LT									
						98	98		B	2.4	19	206	1250	605	322	656	132	348	402	359	228	482	162	285	295	229	150	46	LT	66	40									
NBC NEWS DIGEST-DAYTIME																																								
M-F		2.57P	1	NBC	N	57	194	194	A	5.2	16	447	1385	841	120^	931	277	474	422	381	396	273	62^	98^	93^	137^	154	114^	110^	67^	23^									
						96	96		B	4.5	15	387	1292	819	155	933	312	490	394	346	415	227	69	98	71	102	111	64	52	68	33									
NEW CARD SHARKS																																								
M-F		10.30A	30	CBS	QP	35	168	169	A	5.2	19	447	1378	691	140^	767	179	373	364	420	333	256	55^	136^	130^	150	111^	88^	60^	267	128^									
						83	84		B	4.9	18	421	1295	695	152	781	200	368	360	386	353	281	67	147	146	153	109	55	37	178	64									
NEW LOVE AMERICAN STYLE																																								
M-F		11.30A	30	ABC	CS	37	196	197	A	2.9	10	249	1205	566	189^	634	301	473	394	248^	161^	332	120^	192^	145^	169^	132^	114^	85^	125^	68^									
						93	93		B	3.0	11	258	1268	648	210	715	331	497	400	295	188	303	110	172	135	128	121	101	64	149	53									
NEWSBREAK-11.57																																								
						103	177	177	A	7.5	26	644	1304	676	163	753	191	356	325	318	353	326	69^	139	127	156	171	55^	30^	170	76^									
M-F 11.57A 2 CBS N 83 83																																								
						B	6.6	25	567	1317	680	163	787	215	397	358	319	355	356	97	164	138	153	176	45	20	129	38												
NEWSBREAK-3.44																																								
1 M & TH		3.45P	1	CBS	N	95	196	195	A	6.8	19	584	1305	822	222	900	252	486	436	455	351	193	73^	110^	77^	80^	78^	143	113	69^	20^									
1 TUE.		3.40P	1						B	6.8	21	584	1247	751	173	859	217	437	389	419	365	205	61	109	88	95	83	124	85	59	31									
1 WED.		3.42P	1																																					
1 FRI.		3.43P	1																																					
2 MON.		3.43P	1																																					
2 TUE.		3.38P	1																																					
2 WED.		3.45P	1																																					
2 THU.		3.40P	1																																					
2 FRI.		3.42P	1																																					
ONE LIFE TO LIVE																																								
M-F		2.00P	60	ABC	DD	98	208	208	A	8.7	26	747	1398	792	198	901	454	686	571	368	188	263	112	171	151	63^	92	99	93	135	46^									
		2.00 - 2.30				99	99		B	7.9	27	679	1283	784	239	882	414	642	535	368	204	227	101	133	111	56	92	73	65	101	37									
		2.30 - 3.00							A	8.5	26	730	1359	776	182	879	446	665	555	349	187	263	115	170	144	59^	93	90	86^	127	38^									
									A	8.9	27	765	1416	803	208	914	461	703	581	379	187	259	110	167	153	61^	92	102	95	141	52^									
PRESS YOUR LUCK																																								
M-F		4.00P	30	CBS	QP	34	99	99	A	2.0	6	172	1453	623	180^	692	279^	378^	273^	239^	285^	279^	58^	180^	191^	174^	82^	105^	LT	377^	255^									
						50	50		B	2.0	6	172	1376	691	164	790	237	435	387	352	315	292	120	210	167	128	70	99	32	195	112									
PRICE IS RIGHT 1																																								
M-F		11.00A	30	CBS	AP	103	207	207	A	7.2	26	618	1395	725	168	789	191	381	363	379	351	315	66^	142	134	173	150	93^	65^	198	103^									
						99	99		B	6.5	26	558	1313	707	141	789	204	394	373	361	354	329	91	153	138	148	147	54	24	141	43									
PRICE IS RIGHT																																								



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PROGRAM NAME						I/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. % %		AVG. AUD. % (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11							
													TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	6-11
WEEKDAY DAYTIME CONT'D																																
SANTA BARBARA							94	194	194	A	4.6	13	395	1392	693	76^	805	279	415	316	309	334	330	133^	170	96^	126^	154^	100^	78^	157^	64^
M-F 3.00P 60 NBC DD							97	97	B	4.0	13	344	1354	740	115	840	301	437	340	312	362	278	120	143	76	94	117	107	79	129	71	
3.00 - 3.30									A	4.6	14	395	1329	690	76^	797	263	408	319	316	335	314	129^	165^	96^	119^	144^	86^	71^	132^	41v	
3.30 - 4.00									A	4.7	13	404	1411	684	71^	793	288	410	304	292	328	329	136^	171	89^	124^	156^	113^	84^	176	81^	
SCRABBLE							95	196	196	A	6.3	22	541	1314	681	122	778	207	330	281	264	414	348	137	147	80^	90^	188	41^	37^	147	60^
M-F 11.30A 30 NBC QG							97	97	B	5.4	21	464	1320	685	144	816	251	373	293	283	404	310	99	131	96	98	161	61	41	133	50	
SEARCH FOR TOMORROW							96	154	154	A	3.0	9	258	1535	781	119^	920	257	369	357	325	481	443	125^	175^	164^	201^	240^	110^	100^	62v	42v
M-F 12.30P 30 NBC DD							78	78	B	2.8	10	241	1344	734	145	850	241	343	328	336	457	343	103	138	128	135	179	55	50	96	41	
SUPER PASSWORD							97	146	146	A	4.7	15	404	1327	641	84^	723	171	311	267	298	366	352	114^	183	129^	163	154^	99^	76^	153^	87^
M-F 12.00N 30 NBC QG							74	74	B	3.9	14	335	1228	658	81	763	176	301	270	295	416	278	73	126	93	127	142	63	46	124	63	
TODAY SHOW-7.30AM							100	205	205	A	6.3	28	541	1323	734	288	762	205	420	425	375	307	428	78^	207	221	231	187	32^	18v	101^	68^
M-F 7.30A 30 NBC N							99	99	B	5.1	24	438	1301	722	277	750	198	428	443	369	275	430	104	210	218	208	177	40	15	81	55	
TODAY SHOW-8.30AM							100	205	205	A	6.8	26	584	1247	732	144	785	215	422	391	377	311	399	123	191	187	180	162	30^	20v	33^	LT
M-F 8.30A 30 NBC N							99	99	B	5.5	23	472	1213	740	166	784	202	387	368	352	345	349	82	144	154	150	166	26	13	54	32	
\$25,000 PYRAMID							103	182	182	A	5.5	20	472	1280	731	156	814	223	388	338	379	393	246	49^	120^	109^	146	110^	53^	40^	167	66^
M-F 10.00A 30 CBS QP							92	92	B	5.0	20	430	1222	712	156	804	183	361	332	378	406	278	61	149	152	155	102	29	13	111	36	
WHEEL OF FORTUNE							97	207	207	A	7.7	28	661	1254	731	124	815	194	310	281	269	458	285	93^	122	82^	88^	161	33^	27^	121	50^
M-F 11.00A 30 NBC QG							99	99	B	7.2	28	618	1301	739	137	848	231	363	303	296	445	287	79	109	90	96	165	53	32	113	41	
YOUNG AND THE RESTLESS							100	207	207	A	9.0	28	773	1301	798	178	847	272	501	436	410	320	270	83^	131	141	137	110	58^	50^	126	41^
M-F 12.30P 60 CBS DD							99	99	B	8.1	29	696	1265	792	188	876	289	507	446	404	327	248	77	125	110	112	104	49	35	92	24	
12.30 - 1.00									A	8.9	29	765	1308	790	179	840	274	493	429	403	319	281	84^	138	144	146	116	51^	46^	136	40^	
1.00 - 1.30									A	9.1	28	782	1285	805	175	852	267	504	441	418	324	258	84^	125	135	124	105	62^	52^	113	41^	
WEEKEND DAYTIME																																
ABC FUN FIT-8:25AM							16	204	203	A	2.9	16	249	1747	222^	77v	423^	281^	322^	221^	41v	101v	390^	334^	353^	365^	31v	25v	215^	79v	719	373^
SAT. 8.25A 4 ABC CN							98	98	B	2.8	16	241	1486	228	106	303	155	218	166	104	76	234	128	167	150	57	60	131	48	818	518	
ABC FUN FIT-10:55AM							16	195	195	A	3.8	12	326	1564	243^	120^	305^	79v	216^	248^	188^	57v	438	326^	396^	220^	112^	42v	219^	165^	602	279^
SAT. 10.55A 4 ABC CN							94	95	B	3.8	12	326	1762	258	104	327	148	241	205	142	75	351	215	280	190	99	69	313	119	771	419	
ABC PROFESSIONAL BOXING							2	154		A	4.2	10	361	1914	602^	232^	655^	274^	362^	393^	180v	235^	706^	216^	365^	428^	243^	278^	98v	LT	455^	290^
1 SUN. 3.30P 60 ABC SE							80		B	4.3	10	369	1744	541	135	567	192	276	291	157	263	813	321	454	462	253	302	47	LT	317	237	
3.30 - 4.00									A	3.7	9	318	1925	575^	138v	609^	226^	305^	360^	192v	249^	687^	214v	358^	412^	238^	275^	121v	LT	508^	306^	
4.00 - 4.30									A	4.6	11	395	1924	631^	307^	699	316^	412^	421^	169v	229^	729	223^	379^	448^	246^	281^	77v	LT	419^	282^	
ABC WEEKEND SPECIALS							22	189	185	A	4.2	12	361	1950	351^	144^	390	183^	328^	285^	186^	39v	410	314^	374^	237^	96^	36v	252^	174^	898	741
SAT. 12.00N 30 ABC FV							94	95	B	4.4	14	378	1720	402	131	453	253	341	285	143	90	334	201	253	185	102	78	268	162	665	452	
ABC WIDE WORLD-SPORTS SAT							8	189	190	A	7.7	18	661	1475	604	230	633	139^	292	270	284	313	644	191^	299	328	301	253	126^	86^	72^	51v
1 SAT. 4.35P 85 ABC SA							94	94	B	7.8	18	670	1539	525	212	588	152	300	284	285	253	673	209	362	380	328	245	108	56	170	110	
2 SAT. 4.32P 88																																
4.30 - 5.00									A	6.8	17	584	1495	575	236	608	134^	269	248	260	320	707	193^	330	367	350	288	119^	68^	61^	44v	
5.00 - 5.30									A	7.5	18	644	1407	565	224	593	112^	264	240	282	299	598	188^	253	275	254	249	138^	98^	78^	54^	
5.30 - 6.00									A	8.8	19	756	1516	649	234	678	164^	327	311	300	316	641	191	320	346	309	233	123^	87^	74^	56^	
ABC WIDE WORLD-SPORTS SUN							4	179	181	A	6.1	14	524	1573	513	159^	542	206^	330	328	218^	173^	727	184^	376	401	378	299	86^	37v	218^	94^
SUN. 4.30P 90 ABC SA							92	92	B	8.9	19	765	1606	536	206	586	225	373	332	259	175	765	206	448	426	405	273	92	34	163	83	
4.30 - 5.00									A	5.9	13	507	1430	442	144^	504	178^	289	291	228^	160^	741	219^	395	428	375	294	71^	13v	114^	41v	
CONT'D																																



# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. % (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11
WEEKEND DAYTIME CONT'D																																
ABC WIDE WORLD-SPO-CONT'D																																
5.00 - 5.30																																
5.30 - 6.00																																
ALVIN AND THE CHIPMUNKS 22 199 199																																
SAT. 11.00A 30 NBC CA 99 99																																
AMERICAN BANDSTAND 22 166 150																																
1 SAT. 12.30P 60 ABC PC 83 78																																
2 SAT. 12.30P 30																																
12.30 - 1.00																																
1.00 - 1.30																																
ASTRO MINUTE-11.26AM 8 196 196																																
SAT. 11.26A 3 CBS CN 96 96																																
BERENSTAIN BEARS 22 192 193																																
SAT. 8.00A 30 CBS CA 96 96																																
BUGS BUNNY/LOONEY TUNES-1 16 206 205																																
SAT. 8.30A 30 ABC CA 99 99																																
BUGS BUNNY/LOONEY TUNES-2 16 206 206																																
SAT. 9.00A 30 ABC CA 99 99																																
CBS NCAA BASKETBALL-GM 2 5 182																																
2 SAT. 4.00P 120 CBS SE 93																																
4.00 - 4.30																																
4.30 - 5.00																																
5.00 - 5.30																																
5.30 - 6.00																																
CBS NCAA BASKETBALL-SAT 9 187 191																																
1 SAT. 2.30P 137 CBS SE 96 98																																
2 SAT. 2.00P 120																																
2.00 - 2.30																																
2.30 - 3.00																																
3.00 - 3.30																																
3.30 - 4.00																																
4.00 - 4.30																																
4.30 - 5.00																																
CBS NCAA BASKETBALL-SUN 3 200																																
2 SUN. 2.49P 110 CBS SE 98																																
2.30 - 3.00																																
3.00 - 3.30																																
3.30 - 4.00																																
4.00 - 4.30																																
4.30 - 5.00																																
CBS SPORTS SAT. SPEC. ED(S) 172																																
1 SAT. 4.47P 73 CBS SA 91																																
4.30 - 5.00																																
5.00 - 5.30																																
5.30 - 6.00																																

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)			
														WOMEN					MEN										
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11	
WEEKEND DAYTIME CONT'D																													
CBS SPORTS SPC. SAT(S)						175		A	3.8	11	326	2071	727^464^	727^491^	557^371^	128^170^	785^404^	644^505^	267^141^	40^	40^	519^	403^						
1 SAT. 1.30P 60 CBS SE						94		A	3.4	10	292	2411	670^339^	670^465^	528^309^	138^142^	584^220^	437^292^	277^147^	85^	85^	1072	894^						
1.30 - 2.00								A	4.2	12	361	1765	759 557^	759 504^	572^414^	120^187^	941 551^	805 676^	254^136^	LT	LT	65^	LT						
2.00 - 2.30								A	7.4	17	636	1522	392^112^	427 101^	262^237^	233^159^	894 323^	531 531	481 331^	68^	32^	133^	85^						
CBS SPORTS SUNDAY						4	187	B	7.3	17	627	1416	392 150	423 145	246 245	199 143	830 345	522 489	354 249	84	42	79	50						
2 SUN. 4.39P 81 CBS SA						94		A	5.4	13	464	1407	375^102^	412^118^	252^221^	194^160^	785 278^	454^460^	418^294^	122^	43^	88^	47^						
4.30 - 5.00								A	7.2	17	618	1505	367^101^	394^ 84^	233^224^	218^154^	909 348^	545 540	474 331^	64^	28^	138^	85^						
5.00 - 5.30								A	9.1	20	782	1582	417 127^	459 110^	291^255^	260^160^	922 320^	551 552	509 343	54^	34^	147^	99^						
5.30 - 6.00								A	8.4	22	722	1421	352^ 93^	388 138^	211^229^	141^149^	886 339^	603 581	410 232^	74^	10^	73^	58^						
DAYTONA 500(S)						206		A	5.9	18	507	1205	326^109^	326^ 82^	120^125^	105^201^	812 429^	617 555	253^163^	43^	LT	24^	24^						
1 SUN. 12.00N 229 CBS SE						99		A	7.3	20	627	1270	249^ 18^	260^ LT	58^ 70^	115^190^	881 399^	663 648	369^167^	62^	LT	67^	67^						
12.00 - 12.30								A	8.1	21	696	1372	311^ 22^	398 128^	188^209^	130^183^	873 339^	610 600	406 215^	LT	LT	101^	67^						
1.00 - 1.30								A	8.0	20	687	1453	359^ 70^	415 163^	259^294^	146^121^	892 333^	602 563	424 242^	75^	LT	71^	27^						
1.30 - 2.00								A	8.5	22	730	1403	350^ 86^	396 128^	200^261^	170^135^	856 269^	525 515	455 281^	62^	LT	89^	60^						
2.00 - 2.30								A	9.6	24	825	1473	368 99^	385 165^	227^258^	121^127^	900 299^	579 569	455 264^	99^	LT	89^	76^						
2.30 - 3.00								A	10.3	25	885	1558	386 154^	419 178^	274^271^	165^123^	924 335	626 617	444 237^	152^	66^	63^	63^						
3.00 - 3.30								A	10.6	25	911	1476	437 181^	470 213^	306 275^	159^149^	882 325	585 557	406 248^	60^	LT	64^	64^						
3.30 - 4.00								B	4.3	14	369	1466	253^ 95^	296^ 85^	225^238^	173^ 58^	336^176^	255^197^	137^ 81^	248^108^		586	268^						
DROIDS: ADVENTURES SAT. 10.00A 30 ABC CA						99	99	B	4.5	15	387	1626	282 107	330 144	247 207	153 70	328 200	252 182	89 76	277 113		691	375						
DUNGEONS AND DRAGONS SAT. 11.30A 30 CBS CA						188	164 79	A	4.3	13	369	1472	368 171^	412 163^	280^252^	159^128^	288^131^	247^216^	116^ 41^	241^127^		531	325^						
11.30A 30 CBS CA						95	79	B	4.4	14	378	1783	371 209	444 237	341 257	152 89	303 178	246 205	93 39	366 102		670	419						
EWOKS SAT. 9.30A 30 ABC CA						209	209 99	A	4.6	16	395	1577	191^ 99^	211^ 77^	119^119^	77^ 92^	464 292^	372 315^	150^ 92^	193^ 83^		709	400						
9.30A 30 ABC CA						99	99	B	4.7	17	404	1778	263 100	325 170	238 178	127 73	369 235	290 215	102 68	260 111		824	512						
FACE THE NATION SUN. 10.30A 30 CBS CC						113	114 80	A	3.2	10	275	1316	585 280^	632 120^	207^229^	360^403^	568 143^	314^232^	319^237^	109^	LT	LT	LT						
10.30A 30 CBS CC						81	81	B	3.0	9	258	1175	593 236	629 164	269 259	260 309	489 130	258 244	228 208	28	LT	29	LT						
GET ALONG GANG SAT. 12.30P 30 CBS CA						147	141 68	A	3.7	11	318	1377	240^155^	268^130^	224^185^	94^ 44^	260^110^	184^184^	150^ 76^	113^ 84^		736	472						
12.30P 30 CBS CA						68	68	B	4.1	12	352	1663	260 86	273 128	204 153	93 69	305 140	225 180	118 80	191 112		894	618						
GUMMI BEARS SAT. 8.30A 30 NBC CA						198	198 99	A	4.9	22	421	1758	181^ 83^	192^ 49^	95^ 46^	101^ 97^	304^174^	214^119^	63^ 90^	178^104^		1084	611						
8.30A 30 NBC CA						99	99	B	4.9	23	421	1701	180 65	226 104	152 109	90 69	184 75	119 111	71 51	164 70		1127	746						
HAWAIIAN OPEN GOLF-SAT(S) 1 SAT. 5.38P 52 NBC SE						162		A	5.2	11	447	1414	554^134^	579^116^	160^215^	230^323^	727 177^	296^298^	324^366^	87^	87^	21^	LT						
5.30 - 6.00								A	5.0	11	430	1435	551^ 70^	551^ 86^	187^241^	255^277^	784 310^	363^259^	222^373^	100^100^		LT	LT						
6.00 - 6.30								A	5.3	11	455	1404	560^180^	604 138^	138^196^	213^362^	688 84^	246^321^	393^367^	79^	79^	33^	LT						
HAWAIIAN OPEN GOLF-SUN(S) 1 SUN. 4.33P 117 NBC SE						184		A	5.7	12	490	1324	436^116^	466^ 51^	79^126^	211^331^	729 171^	306^354^	362^325^	22^	18^	107^	66^						
4.30 - 5.00								A	5.2	12	447	1463	457^ 87^	475^ 40^	104^127^	241^308^	824 215^	389^410^	405^344^	14^	LT	150^	81^						
5.00 - 5.30								A	5.5	12	472	1311	384^ 74^	445^ LT	17^ 72^	215^373^	749 162^	312^345^	368^363^	39^	39^	78^	60^						
5.30 - 6.00								A	5.9	13	507	1254	402^113^	443^ 47^	61^118^	199^325^	726 178^	295^336^	341^331^	LT	LT	85^	63^						
6.00 - 6.30								A	6.1	12	524	1311	495^175^	495^108^	133^183^	191^312^	666 146^	260^345^	356^280^	31^	31^	119^	64^						
IN THE NEWS-11.56AM SAT. 11.56A 3 CBS CN						188	164 79	A	3.9	11	335	1433	421 202^	466 164^	329^290^	198^137^	275^124^	229^202^	105^ 46^	230^119^		462	260^						
11.56A 3 CBS CN						95	79	B	4.1	13	352	1714	377 197	436 245	333 242	134 91	299 173	239 202	93 42	320 91		659	390						
IN THE NEWS-12.56PM SAT. 12.56P 3 CBS CN						147	141 68	A	3.9	11	335	1370	226^142^	253^119^	212^176^	93^ 41^	274^126^	205^205^	148^ 69^	123^ 95^		720	460						
12.56P 3 CBS CN						68	68	B	3.9	12	335	1629	359 154	384 224	275 209	88 88	317 178	242 166	108 58	222 115		706	447						

MEET THE PRESS	5	161	165	A	2.9	8	249	1265	655	298	660	102	218	302	325	358	554	148	244	292	273	262	31	19	20	20
SUN. 12.30P 30 NBC CC	94	95		B	3.4	10	292	1329	631	266	674	170	282	305	244	319	567	161	300	307	279	219	23	18	65	17
MR. T	20	157	161	A	4.8	14	412	1556	291	119	473	271	356	194	85	117	201	157	201	106	44	17	231	27	651	306
SAT. 12.00N 30 NBC CA	86	88		B	4.7	15	404	1708	339	126	382	225	285	221	99	83	231	163	185	122	49	39	221	88	874	505
MUPPET BABIES & MONSTERS	22	204	205	A	6.5	23	558	1767	211	40	233	91	111	101	69	113	233	81	159	127	99	62	121	54	1180	674
SAT. 9.00A 60 CBS CA	98	99		B	6.0	23	515	1839	271	99	309	168	239	191	97	62	180	85	134	112	68	40	223	81	1127	687
9.00 - 9.30				A	6.2	23	533	1683	184	47	197	91	110	90	41	81	177	69	143	106	92	34	120	44	1189	651
9.30 - 10.00				A	6.9	23	593	1804	233	34	260	94	114	105	92	137	276	87	166	143	101	88	121	58	1147	681
NBA ON CBS	4	197	199	A	7.8	20	670	1500	408	165	453	194	303	288	183	120	858	344	581	537	400	217	114	42	75	31
1 SUN. 3.49P 139 CBS SE	99	99		B	7.6	20	653	1498	385	174	425	162	262	261	188	131	855	358	578	518	388	220	100	38	118	71
2 SUN. 12.00N 169																										
12.00 - 12.30				A	5.6	18	481	1235	326	164	428	264	311	231	139	91	790	311	534	496	358	190	17	17	17	17
12.30 - 1.00				A	6.5	19	558	1349	289	117	378	246	317	254	93	39	952	397	653	615	444	238	19	19	17	17
1.00 - 1.30				A	6.6	19	567	1561	365	127	462	293	347	307	132	91	831	411	643	615	371	135	155	38	113	17
1.30 - 2.00				A	6.9	20	593	1757	426	159	497	281	373	369	164	89	861	433	649	598	397	131	227	46	172	17
2.00 - 2.30				A	8.0	22	687	1632	456	152	496	309	407	374	119	68	880	398	606	545	452	196	105	28	151	42
2.30 - 3.00				A	8.5	23	730	1841	509	169	558	383	473	416	110	65	902	367	600	538	428	228	199	32	182	77
3.30 - 4.00				A	8.0	19	687	1464	396	127	434	157	261	227	177	154	885	326	566	550	386	259	75	17	70	70
4.00 - 4.30				A	8.0	18	687	1426	377	163	394	73	191	220	214	174	884	285	547	507	419	288	126	76	22	22
4.30 - 5.00				A	9.1	21	782	1396	396	186	405	84	219	250	223	155	846	312	563	527	382	233	99	38	46	26
5.00 - 5.30				A	8.8	20	756	1442	410	211	427	107	259	250	243	145	855	320	547	518	387	239	101	54	59	59
5.30 - 6.00				A	9.3	20	799	1473	424	177	454	91	243	263	257	161	842	308	552	497	394	235	130	74	47	47
6.00 - 6.30				A	11.1	22	953	1432	634	217	634	129	348	361	341	200	697	208	420	395	355	226	61	32	40	40
NBC COLLEGE BSKBL SAT	6	156	163	A	4.4	13	378	1220	196	98	256	105	132	72	88	124	656	248	420	425	286	183	136	32	172	92
1 SAT. 1.00P 119 NBC SE	87	89		B	4.3	12	369	1298	262	100	306	107	137	130	112	147	720	270	444	401	334	240	102	45	170	107
2 SAT. 1.00P 114																										
CONT'D																										



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[illegible]

2 SUN.	3.04P	116				A	4.8	12	412	1381	468	197^	468	128^	238^	279^	202^	145^	701	253^	377	320^	306^	273^	92^	24v	120^	66v
	3.00 -	3.30				A	6.0	15	515	1499	481	191^	481	177^	282	288	186^	126^	697	258^	408	397	303	214^	131^	23v	190^	104^
	3.30 -	4.00				A	6.4	15	550	1616	547	251	558	209^	272	343	215^	134^	763	286	412	391	294	270	108^	18v	187^	127^
	4.00 -	4.30				A	5.7	14	490	1665	769	390^	801	287^	350^	540^	335^	179^	528^	201^	310^	257^	109v	218^	52v	LT	284^	241^
	4.30 -	5.00																										
SUNDAY MORNING			21	170	167	A	5.2	20	447	1289	533	183^	553	58v	152^	234^	329	312	623	185^	380	367	305	217^	LT	LT	105^	54v
SUN.	9.00A	90 CBS N	95	95		B	5.2	20	447	1328	621	254	687	125	293	317	356	332	510	142	284	287	237	195	25	LT	106	58
	9.00 -	9.30				A	4.6	20	395	1278	580	210^	600	53v	172^	285^	374	315^	595	127^	329^	343	311^	241^	LT	LT	81v	30v
	9.30 -	10.00				A	5.4	21	464	1297	531	161^	541	56v	144^	211^	311	319	644	217^	407	378	283^	219^	19v	LT	93^	24v
	10.00 -	10.30				A	5.6	20	481	1295	497	183^	522	63v	139^	214^	305	301	627	200^	403	382	330	193^	LT	LT	142^	106^
SUPERPOWERS TEAM			16	195	196	A	4.1	13	352	1514	238^	114^	303^	82v	215^	244^	182^	59v	373^	237^	317^	197^	128^	56v	224^	156^	614	313^
SAT.	10.30A	30 ABC CA	94	95		B	4.2	14	361	1762	262	109	328	143	238	202	148	80	328	192	254	180	95	72	326	117	780	431
13 GHOSTS OF SCOOBY-DOO			16	196	197	A	4.1	12	352	1866	319^	288^	427	173^	336^	274^	207^	69v	539	371^	494	341^	168^	45v	124^	124^	776	488
SAT.	11.00A	30 ABC CA	93	94		B	4.1	13	352	1685	252	136	325	179	256	202	114	55	321	187^	253	180	100	66	280	125	759	427
THIS WEEK-DAVID BRINKLEY			18	190	161	A	4.4	13	378	1122	457	145^	508	90v	114^	119^	211^	1336^	553	129^	204^	217^	283^	292^	27v	LT	34v	LT
SUN.	11.30A	60 ABC N	98	94		B	4.0	11	344	1291	511	150	580	113	167	165	202	365	613	135	253	275	282	310	25	LT	73	43
	11.30 -	12.00				A	4.1	12	352	1094	477	139^	529	97v	148^	153^	235^	316^	548	159^	253^	247^	264^	270^	LT	LT	17v	LT
	12.00 -	12.30				A	4.7	14	404	1124	441	141^	485	81v	81v	89^	189^	352	547	101^	156^	183^	292^	307^	45v	LT	47v	LT
WUZZLES			22	195	198	A	4.4	20	378	1579	214^	37v	224^	92^	139^	107^	47v	85v	256^	26v	76v	76v	96^	180^	133^	32v	966	476
SAT.	8.30A	30 CBS CA	97	97		B	4.2	20	361	1725	246	84	279	157	207	162	72	65	168	49	88	81	71	74	204	85	1074	657

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. FEB. 10, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)						16,240 18.9					19,590 22.8				
	ABC TV						HARDCASTLE & MCCORMICK					ABC MONDAY NIGHT MOVIE HAREM, PART 2 (SD)				
	AVERAGE AUDIENCE (Households (000) & %)						13,230 15.4	15.3*		15.6*		13,920 16.2	16.2*		16.5*	16.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 15.3	22 *	15.4	22 *	15.7	23 16.2	22 *	16.5	23 *	24 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,980 22.1					20,790 24.2	19,760 23.0		20,440 23.8	
	CBS TV						SCARECROW & MRS. KING (SD)				KATE & ALLIE		NEWHART (SD)		CAGNEY & LACEY	
	AVERAGE AUDIENCE (Households (000) & %)						15,720 18.3	17.8*		18.8*		18,550 21.6	17,870 20.8		17,180 20.0	19.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						26 17.2	26 *	18.5	26 *	19.1	30 21.4	29 21.8	20.7	31 21.0	29 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						19,590 22.8					27,660 32.2				
	NBC TV						TV BLOOPERS & PRAC. JOKES (SD)					NBC MONDAY NIGHT MOVIES AN OFFICER AND A GENTLEMAN (9:00-11:30PM)(SD)(-OP)				
	AVERAGE AUDIENCE (Households (000) & %)						15,380 17.9	17.8*		18.0*		17,350 20.2	18.7*		19.9*	21.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						25 17.5	26 *	18.1	25 *	18.0	31 17.9	26 *	19.5	28 *	31 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,520 20.4					22,250 25.9				
	ABC TV						HARDCASTLE & MCCORMICK (SD)					ABC MONDAY NIGHT MOVIE CHOICES (SD)				
	AVERAGE AUDIENCE (Households (000) & %)						13,140 15.3	15.2*		15.5*		15,550 18.1	17.5*		18.1*	18.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 15.3	22 *	15.2	22 *	15.7	27 17.5	25 *	18.2	26 *	29 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,730 21.8					19,410 22.6	17,520 20.4		17,010 19.8	
	CBS TV						SCARECROW & MRS. KING (SUS-SD)				KATE & ALLIE		NEWHART (SD)		CAGNEY & LACEY	
	AVERAGE AUDIENCE (Households (000) & %)						15,290 17.8	17.2*		18.4*		17,180 20.0	15,890 18.5		13,740 16.0	15.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						26 16.7	25 *	18.5	26 *	18.3	28 19.4	27 20.5	18.5	26 18.6	25 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						19,670 22.9					24,400 28.4				
	NBC TV						TV BLOOPERS & PRAC. JOKES (SD)					NBC MONDAY NIGHT MOVIES FLASHDANCE				
	AVERAGE AUDIENCE (Households (000) & %)						14,770 17.2	17.0*		17.4*		15,460 18.0	18.7*		18.3*	18.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						25 16.5	25 *	17.5	25 *	17.7	27 19.0	27 *	18.4	27 *	28 *

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1 WK. 2	65.7	67.1	67.4	68.6	68.6	70.4	71.6	72.5	73.0	73.4	72.2	71.0	67.9	66.4	64.6	63.4
		63.0	64.4	64.6	66.3	67.7	68.7	69.3	70.0	70.4	70.6	69.5	68.5	65.2	63.7	61.9	58.9

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE. MON. FEB. 17, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. FEB.11, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)																	21,820 25.4	22,160 25.8		15,460 18.0								
	ABC TV																	REAGAN NEWS CONF.-ABC (8:00-8:39PM) (SUS)(-OP)		WHO'S THE BOSS? (8:39-9:09PM) (OP)(-OP)		MOONLIGHTING (9:09-10:09PM) (SD)(OP)(-OP)		SPENSER: FOR HIRE (10:09-11:09PM) (OP)(-OP)					
	AVERAGE AUDIENCE (Households (000) & %)																	17,870 20.8	16,920 19.7	18.4*		20.5*	11,250 13.1	13.6*		12.8*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	30 17.5	29 19.0	27 *		30 *	22 13.9	22 *	13.3	22 *			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																	11,080 12.9	21,820 25.4										
	CBS TV																	REAGAN NEWS CONF.-CBS (8:00-8:35PM)(SUS) (SUS-SD)(-OP)		(1) (SD) (OP)		CBS TUESDAY NIGHT MOVIES VITAL SIGNS (SD)							
	AVERAGE AUDIENCE (Households (000) & %)																	9,790 11.4	14,350 16.7	13.4*		16.3*		18.2*		18.8*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	17 11.3	26 12.2	19 *		24 *		29 *	18.4	33 *			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																	19,670 22.9				15,030 17.5				14,350 16.7			
	NBC TV																	REAGAN NEWS CONF.-NBC (8:00-8:38PM) (SUS)(-OP)		A TEAM (8:38-9:38PM) (SD)(OP)(-OP)		RIPTIDE (9:38-10:30PM) (OP)		REMINGTON STEELE (10:30-11:30PM) (-OP)					
	AVERAGE AUDIENCE (Households (000) & %)																	13,920 16.2	14.7*		17.3*	11,340 13.2	12.5*		13.7*	10,910 12.7			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	23 14.2	21 *	25 *	20 *	18 *		21 *	23	21 *			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																	21,650 25.2	20,440 23.8		20,190 23.5		15,290 17.8						
	ABC TV																	WHO'S THE BOSS?		GROWING PAINS		MOONLIGHTING (SD)		SPENSER: FOR HIRE					
	AVERAGE AUDIENCE (Households (000) & %)																	19,160 22.3	18,900 22.0		16,240 18.9	19.0*	18.7*	11,940 13.9	13.9*	13.9*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	33 21.4	32 22.0	28 *	28 *	27 *	23	22 *	22 *	23 *			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																	12,200 14.2				24,570 28.6							
	CBS TV																	TRAPPER JOHN, M.D. (SD)		CBS TUESDAY NIGHT MOVIES ONE TERRIFIC GUY (SD)									
	AVERAGE AUDIENCE (Households (000) & %)																	8,760 10.2	10.1*		10.4*	16,840 19.6	16.4*	18.4*		21.3*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	15 10.7	15 *	15 *		30 15.8	24 *	27 *	34 *	37 *			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																	18,810 21.9				16,840 19.6				15,810 18.4			
	NBC TV																	A TEAM (SD)		CNTRY MUSIC 20TH REUNION (SD)		REMINGTON STEELE							
	AVERAGE AUDIENCE (Households (000) & %)																	15,290 17.8	17.1*		18.4*	13,660 15.9	15.8*	16.1*	11,850 13.8	14.0*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	26 16.5	25 *	27 *		23 15.9	23 *	24 *	22	23 *			

TV HOUSEHOLDS USING TV WK. 1	62.6	64.1	64.7	65.8	67.1	68.3	68.4	69.1	69.6	69.1	68.4	67.2	64.2	61.7	58.9	56.7
(See Def. 1) WK. 2	61.6	63.4	64.3	67.0	67.1	67.7	68.5	68.8	67.9	68.4	68.3	67.9	64.2	62.6	61.1	58.5

U.S. TV Households: 85,900,000

(1)BUGS BUNNY'S VALENTINE(R), CBS,(8:37-9:00PM)(S)

For explanation of symbols, See page A.

EVE.TUE. FEB.18, 1986



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. FEB.12, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					16,840 19.6			22,590 26.3			20,100 23.4			
	ABC TV							MACGYVER (SD)			DYNASTY (SD)				HOTEL	
	AVERAGE AUDIENCE (Households (000) & %)	{					12,800 14.9			19,330 22.5			17,270 20.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					22 14.3	14.3*	14.8	23 16.2	32 21.3	34 23.1	33 20.1	32 20.2	34 20.4	34 19.9
	TOTAL AUDIENCE (Households (000) & %)	{					12,460 14.5		11,340 13.2	11,850 13.8			12,540 14.6			
	CBS TV							MARY	FOLEY SQUARE (SUS-SD)		CRAZY LIKE A FOX (SD)				EQUALIZER	
	AVERAGE AUDIENCE (Households (000) & %)	{					10,820 12.6		9,880 11.5	9,790 11.4			10,050 11.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					19 12.3	17 12.9	17 11.7	16 11.3	17 10.6	17 11.5	19 12.0	19 11.7	20 11.5	20 11.6
	TOTAL AUDIENCE (Households (000) & %)	{					23,020 26.8			17,090 19.9			16,750 19.5			
	NBC TV							HIGHWAY TO HEAVEN (SD)		BLACKE'S MAGIC (SD)					ST. ELSEWHERE	
	AVERAGE AUDIENCE (Households (000) & %)	{					18,900 22.0			13,830 16.1			14,090 16.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					32 21.8	33 21.9	32 22.3	23 22.1	23 16.3	24 15.8	27 16.0	26 16.4	27 16.3	27 15.8

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					16,920 19.7			23,450 27.3			20,100 23.4			
	ABC TV							MACGYVER (SD)			DYNASTY (SD)				HOTEL	
	AVERAGE AUDIENCE (Households (000) & %)	{					13,140 15.3			19,590 22.8			17,010 19.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					23 14.1	22 15.2	24 15.4	34 16.7	32 21.3	35 23.2	33 20.8	33 20.0	34 19.4	34 19.0
	TOTAL AUDIENCE (Households (000) & %)	{					13,310 15.5		11,600 13.5	13,570 15.8			14,430 16.8			
	CBS TV							MARY	FOLEY SQUARE (SUS-SD)		CRAZY LIKE A FOX (R)(SD)				EQUALIZER	
	AVERAGE AUDIENCE (Households (000) & %)	{					10,650 12.4		10,480 12.2	10,050 11.7			11,340 13.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					19 12.4	18 12.4	18 12.2	17 12.1	17 11.8	17 11.3	22 13.5	22 13.3	23 13.1	23 12.7
	TOTAL AUDIENCE (Households (000) & %)	{					23,540 27.4			17,780 20.7			15,030 17.5			
	NBC TV							HIGHWAY TO HEAVEN (SD)		BLACKE'S MAGIC					ST. ELSEWHERE	
	AVERAGE AUDIENCE (Households (000) & %)	{					19,330 22.5			13,570 15.8			12,280 14.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					33 21.9	33 22.1	34 23.2	23 22.7	24 16.5	24 15.9	23 15.3	24 15.5	23 14.1	25 13.8

TV HOUSEHOLDS USING TV	WK. 1	60.6	61.8	62.3	63.9	66.3	67.9	68.3	69.3	68.7	69.4	68.9	68.3	64.3	62.4	60.0	57.5
(See Def. 1)	WK. 2	60.8	61.3	62.6	64.1	66.2	67.1	67.4	68.6	67.8	68.3	67.8	67.4	63.4	60.8	58.8	55.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.WED. FEB 19 1986

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. FEB. 13, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)				10,140 11.8				15,980 18.6				17,350 20.2			
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)				6,530 7.6				13,310 15.5				13,660 15.9			
	SHARE OF AUDIENCE %				11	7.0*			22	14.4*			25	16.1*		15.7*
	AVG. AUD. BY ¼ HR.				7.2	6.8	7.8	8.8	13.7	15.1	16.4	16.6	16.0	16.2	16.1	15.4
	TOTAL AUDIENCE (Households (000) & %)				17,010 19.8				16,660 19.4				20,700 24.1			
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)				13,140 15.3				13,400 15.6				17,440 20.3			
	SHARE OF AUDIENCE %				22	14.2*			22	14.9*			32	20.6*		20.1*
	AVG. AUD. BY ¼ HR.				13.8	14.5	16.5	16.5	14.6	15.2	15.9	16.6	20.4	20.8	20.2	19.9
	TOTAL AUDIENCE (Households (000) & %)				33,240 38.7				32,730 38.1				22,510 26.2			
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)				30,490 35.5				25,770 30.0				16,840 19.6			
	SHARE OF AUDIENCE %				51				42	31.7*			31	19.8*		19.4*
	AVG. AUD. BY ¼ HR.				34.2	36.7	31.8	31.5	29.2	27.7	24.5	23.5	19.7	19.9	19.5	19.3
	TOTAL AUDIENCE (Households (000) & %)															
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY ¼ HR.															

W E E K 2	TOTAL AUDIENCE (Households (000) & %)				9,710 11.3				16,410 19.1				19,240 22.4			
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)				5,840 6.8				13,920 16.2				14,770 17.2			
	SHARE OF AUDIENCE %				10	5.9*			23	15.7*			28	17.8*		16.6*
	AVG. AUD. BY ¼ HR.				6.4	5.5	7.2	8.1	15.4	15.9	16.4	17.1	17.8	17.8	17.1	16.0
	TOTAL AUDIENCE (Households (000) & %)				17,520 20.4				16,150 18.8				19,500 22.7			
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)				13,310 15.5				13,660 15.9				16,150 18.8			
	SHARE OF AUDIENCE %				23	14.6*			23	15.4*			30	18.8*		18.9*
	AVG. AUD. BY ¼ HR.				14.4	14.9	16.2	16.8	15.3	15.6	16.1	16.4	18.7	18.9	18.9	19.0
	TOTAL AUDIENCE (Households (000) & %)				35,050 40.8				29,120 33.9				19,500 22.7			
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)				31,870 37.1				26,970 31.4				14,170 16.5			
	SHARE OF AUDIENCE %				54				46				26	16.9*		16.1*
	AVG. AUD. BY ¼ HR.				35.8	38.3	32.2	30.7	23.5	23.4	21.0	20.8	17.2	16.5	16.3	15.9
	TOTAL AUDIENCE (Households (000) & %)															
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY ¼ HR.															

TV HOUSEHOLDS USING TV WK. 1	63.2	64.7	64.9	66.2	69.7	70.8	70.2	70.9	71.0	71.2	69.6	68.8	64.7	63.5	61.9	60.2
(See Def. 1) WK. 2	60.6	61.5	63.3	65.1	68.2	68.9	68.2	68.8	69.7	69.7	68.7	68.5	65.3	63.6	61.6	59.0

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE. THU. FEB. 20, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. FEB.14, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,320 19.0		14,770 17.2		14,770 17.2							
	ABC TV					WEBSTER		MR. BELVEDERE (SD)						ABC MOVIE SPEC. BEST FRIENDS (SD)			
	AVERAGE AUDIENCE (Households (000) & %)					13,660 15.9		13,490 15.7		8,070 9.4	9.9*		9.3*			9.4*	8.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 14.9	17.0	25 15.4	16.0	15 10.6	15* 9.2		14* 9.3		9.6	9.3	8.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,200 17.7				21,130 24.6				17,010 19.8			
	CBS TV							TWILIGHT ZONE (SUS-SD)				DALLAS (SD)				FALCON CREST	
	AVERAGE AUDIENCE (Households (000) & %)					10,570 12.3	12.6*		12.0*	18,040 21.0	20.2*		21.9*	14,950 17.4	17.8*		17.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 12.9	21* 12.2	11.7	19* 12.3	32 19.3	31* 21.1	22.1	34* 21.7	29 17.8	29* 17.7	17.4	29* 16.7
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					18,730 21.8				18,040 21.0				22,250 25.9			
	NBC TV							DISNEY VALENTINE'S DAY (SD)				KNIGHT RIDER (SD)				MIAMI VICE	
	AVERAGE AUDIENCE (Households (000) & %)					13,830 16.1	15.8*		16.3*	14,520 16.9	16.4*		17.4*	18,730 21.8	21.6*		22.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 15.6	26* 16.1	16.6	26* 15.9	26 16.1	25* 16.8	17.1	27* 17.7	36 21.2	35* 21.9	21.9	37* 22.1

W E E K 4	TOTAL AUDIENCE (Households (000) & %)					17,180 20.0		16,240 18.9		12,710 14.8		10,140 11.8		7,650 8.9			
	ABC TV					WEBSTER		MR. BELVEDERE (SD)		DIFF'RENT STROKES		HE'S THE MAYOR (SD)				FALL GUY	
	AVERAGE AUDIENCE (Households (000) & %)					14,950 17.4		14,690 17.1		11,340 13.2		8,930 10.4		6,100 7.1	7.2*		7.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 16.6	18.3	27 17.3	17.0	20 13.3	13.2	16 10.6	10.3	12 7.1	12* 7.3	7.1	12* 6.8
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					18,120 21.1				21,050 24.5				16,490 19.2			
	CBS TV							TWILIGHT ZONE (SUS-SD)				DALLAS (SD)				FALCON CREST	
	AVERAGE AUDIENCE (Households (000) & %)					12,800 14.9	14.6*		15.1*	17,950 20.9	20.6*		21.3*	14,430 16.8	17.0*		16.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 14.5	24* 14.7	14.5	24* 15.7	32 20.2	32* 20.9	21.6	33* 20.9	27 17.0	27* 17.0	16.8	28* 16.5
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					13,060 15.2				15,550 18.1				23,710 27.6			
	NBC TV							MISFITS OF SCIENCE (SD)				KNIGHT RIDER				MIAMI VICE	
	AVERAGE AUDIENCE (Households (000) & %)					9,280 10.8	10.6*		11.1*	11,940 13.9	12.7*		15.1*	20,010 23.3	22.8*		23.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 11.0	17* 10.3	11.2	18* 10.9	21 12.2	20* 13.1	14.7	23* 15.6	38 22.2	37* 23.4	23.7	39* 23.7

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	58.1	59.0	58.7	60.2	60.7	61.6	62.5	63.1	64.4	65.2	65.0	64.1	62.0	61.1	60.4	58.9
	WK. 2	57.3	58.8	59.6	60.4	61.1	61.9	62.3	63.6	64.3	65.5	65.4	64.2	62.0	62.1	61.6	59.6

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.FRI. FEB.21, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. FEB. 15, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)						10,650 12.4		9,530 11.1		11,600 13.5				15,290 17.8				
	ABC TV						REDD FOX SHOW		BENSON (SD)				FORTUNE DANE (SD)				LOVE BOAT		
	AVERAGE AUDIENCE (Households (000) & %)						9,110 10.6		8,250 9.6		9,020 10.5		10.2*		12,280 14.3		13.9*	14.7*	
	SHARE OF AUDIENCE %						17		15		16		16 *		25		23 *	26 *	
	AVG. AUD. BY ¼ HR.						10.5	10.8	9.6	9.6	10.0	10.3	10.7	11.0	13.6	14.3	14.7	14.7	
W E K 2	TOTAL AUDIENCE (Households (000) & %)						23,280 27.1		CBS SPECIAL MOVIE PRESENT WIZARD OF OZ (RV(SD))							14,950 17.4			
	CBS TV																AIRWOLF		
	AVERAGE AUDIENCE (Households (000) & %)						15,810 18.4	17.2*		18.6*		18.8*		18.9*	11,000 12.8		13.4*	12.3*	
	SHARE OF AUDIENCE %						29	27 *		29 *		29 *		29 *	22		22 *	22 *	
	AVG. AUD. BY ¼ HR.						16.9	17.6	18.3	18.9	18.9	18.7	19.3	18.5	13.8	12.9	12.4	12.1	
W E K 1	TOTAL AUDIENCE (Households (000) & %)						15,120 17.6		17,440 20.3		20,440 23.8		18,210 21.2		15,890 18.5				
	NBC TV						GIMME A BREAK		FACTS OF LIFE (SD)		GOLDEN GIRLS		227				HUNTER		
	AVERAGE AUDIENCE (Households (000) & %)						13,310 15.5		15,630 18.2		18,640 21.7		16,750 19.5		12,540 14.6		14.8*	14.4*	
	SHARE OF AUDIENCE %						25		28		33		30		25		25 *	25 *	
	AVG. AUD. BY ¼ HR.						14.7	16.4	17.5	18.9	21.3	22.0	19.2	19.7	15.2	14.3	14.5	14.2	
W E K 2	TOTAL AUDIENCE (Households (000) & %)						8,850 10.3		8,420 9.8		11,340 13.2				14,350 16.7				
	ABC TV						REDD FOX SHOW		BENSON (SD)				FORTUNE DANE (SD)				LOVE BOAT		
	AVERAGE AUDIENCE (Households (000) & %)						7,730 9.0		7,390 8.6		8,160 9.5		9.0*		11,600 13.5		13.3*	13.8*	
	SHARE OF AUDIENCE %						16		14		16		15 *		24		23 *	25 *	
	AVG. AUD. BY ¼ HR.						9.1	8.8	8.2	8.9	9.0	8.9	10.1	10.1	12.9	13.6	13.9	13.7	
W E K 2	TOTAL AUDIENCE (Households (000) & %)						14,770 17.2				17,440 20.3								
	CBS TV								AIRWOLF (SD)								CBS SATURDAY NIGHT MOVIE WELCOME HOME, BOBBY (SD)		
	AVERAGE AUDIENCE (Households (000) & %)						10,910 12.7	12.0*		13.3*	10,740 12.5	11.4*		12.5*		13.0*		13.1*	
	SHARE OF AUDIENCE %						22	21 *		22 *	21	19 *		21 *		23 *		24 *	
	AVG. AUD. BY ¼ HR.						11.7	12.4	13.4	13.2	11.1	11.8	12.6	12.4	13.0	13.0	12.9	13.4	
W E K 2	TOTAL AUDIENCE (Households (000) & %)						17,090 19.9		18,380 21.4		23,360 27.2		21,390 24.9		16,840 19.6				
	NBC TV						GIMME A BREAK		FACTS OF LIFE (SD)		GOLDEN GIRLS		227 (SD)				REMINGTON STEELE		
	AVERAGE AUDIENCE (Households (000) & %)						14,950 17.4		16,660 19.4		21,650 25.2		19,070 22.2		13,400 15.6		15.5*	15.8*	
	SHARE OF AUDIENCE %						30		33		41		37		28		27 *	28 *	
	AVG. AUD. BY ¼ HR.						16.5	18.4	18.8	20.1	25.0	25.4	22.4	22.0	15.7	15.3	15.9	15.7	
TV HOUSEHOLDS USING TV			WK. 1	56.8	58.3	58.2	59.3	62.0	63.1	63.8	64.8	64.8	64.9	64.6	64.2	60.3	59.0	57.4	55.6
(See Def. 1)			WK. 2	54.3	55.1	55.2	57.0	57.3	58.4	59.4	59.8	60.6	61.0	61.0	59.8	57.5	56.8	56.2	55.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE. SAT. FEB. 22, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. FEB.15, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,320 2.7													
	ABC TV		ABC WEEKEND REPORT- SAT.													
	AVERAGE AUDIENCE (Households (000) & %)	{	2,320 2.7													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	6 2.7													
	TOTAL AUDIENCE (Households (000) & %)	{														
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%														
	TOTAL AUDIENCE (Households (000) & %)	{	11,600 13.5													
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{	5,840 6.8	8.3*		6.2*		5.3*								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 9.1	21 *	6.5	19 *	5.9	19 *	5.4	4.8						

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,690 4.3													
	ABC TV		ABC WEEKEND REPORT- SAT.													
	AVERAGE AUDIENCE (Households (000) & %)	{	3,440 4.0													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	9 4.0													
	TOTAL AUDIENCE (Households (000) & %)	{														
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%														
	TOTAL AUDIENCE (Households (000) & %)	{	10,390 12.1													
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{	6,100 7.1	8.9*		6.5*		5.2*								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 9.3	23 *	6.8	20 *	6.2	19 *	5.4	4.4						

TV HOUSEHOLDS USING TV	WK. 1	51.4	47.2	40.9	37.7	35.0	32.1	28.7	26.7	23.5	20.7	17.5	15.5	13.7	12.0	10.7	9.7
(See Def. 1)	WK. 2	49.5	45.6	40.9	37.8	34.6	31.5	27.7	25.7	22.5	20.2	17.5	15.0	12.9	11.7	10.6	9.9

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SAT. FEB.22, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. FEB.16, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 22,680 26.4		DISNEY SUNDAY MOVIE LAST ELECTRIC KNIGHT TWO AND ONE HALF DADS				{ 27,230 31.7		ABC SUNDAY NIGHT MOVIE MR. MOM (SD)																							
	ABC TV																																	
	AVERAGE AUDIENCE (Households (000) & %)		{ 12,970 15.1		14.5*		16.9*		13.9*		15.0*		19,330 22.5		21.6*		22.9*		23.0*		22.6*													
	SHARE OF AUDIENCE %		23		23 *		26 *		20 *		21 *		33		31 *		33 *		34 *		36 *													
	AVG. AUD. BY ¼ HR.		13.4		15.6		16.8		17.0		13.9		14.6		15.4		21.0		22.2		23.0		22.8		23.1		22.9		23.2		21.8			
	TOTAL AUDIENCE (Households (000) & %)		{ 26,370 30.7		60 MINUTES				{ 26,290 30.6		MURDER, SHE WROTE (SD)				{ 23,110 26.9		CBS SUNDAY NIGHT MOVIE THOMPSON'S LAST RUN (SD)																	
	CBS TV																																	
	AVERAGE AUDIENCE (Households (000) & %)		{ 20,620 24.0		23.3*		24.7*		22,760 26.5		25.8*		27.1*		14,950 17.4		18.1*		17.3*		17.0*		17.3*											
	SHARE OF AUDIENCE %		37		37 *		37 *		38		37 *		38 *		26		26 *		25 *		25 *		28 *											
	AVG. AUD. BY ¼ HR.		22.7		23.8		24.2		25.2		25.3		26.4		27.5		26.7		18.6		17.5		17.4		17.3		17.2		16.9		16.9		17.7	
	TOTAL AUDIENCE (Households (000) & %)		{ 9,280 10.8		10,740 12.5		15,200 17.7		13,740 16.0		{ 20,270 23.6		NBC SUNDAY NIGHT MOVIE THE LAST DAYS OF FRANK AND JESSE JAMES (SD)																					
	NBC TV																																	
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,420 9.8		9,620 11.2		13,570 15.8		12,460 14.5		12,970 15.1		15.6*		15.2*		14.6*		14.8*															
	SHARE OF AUDIENCE %		16		17		23		20		22		22 *		22 *		22 *		24 *															
	AVG. AUD. BY ¼ HR.		9.5		10.1		10.3		12.0		15.8		15.7		14.4		14.6		15.4		15.7		15.6		14.9		14.9		14.4		14.5		15.1	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 21,220 24.7										{ 22,160 25.8																						
	ABC TV				DISNEY SUNDAY MOVIE THE GIRL WHO SPOKE FREEDOM (SD)								ABC SUNDAY NIGHT MOVIE CROSSINGS, PART 1 (SD)																						
	AVERAGE AUDIENCE (Households (000) & %)		{ 13,060 15.2		11.3*		13.2*		18.1*		15,030 17.5		18.4*		18.0*		17.3*		16.5*																
	SHARE OF AUDIENCE %		23		18 *		20 *		26 *		27		27 *		27 *		27 *		26 *																
	AVG. AUD. BY ¼ HR.		10.8		11.7		12.8		13.7		18.0		18.3		18.2		17.9		18.4		18.4		18.3		17.7		17.5		17.1		16.8		16.2		
	TOTAL AUDIENCE (Households (000) & %)		{ 28,350 33.0										{ 26,110 30.4										{ 27,660 32.2												
	CBS TV				60 MINUTES								MURDER, SHE WROTE (SD)								CBS SUNDAY NIGHT MOVIE BLOOD & ORCHIDS, PART 1 (SD)														
	AVERAGE AUDIENCE (Households (000) & %)		{ 21,990 25.6		24.5*		26.8*		22,680 26.4		26.3*		26.4*		19,670 22.9		22.3*		22.9*		23.7*		22.9*												
	SHARE OF AUDIENCE %		40		39 *		41 *		38		38 *		38 *		35		33 *		34 *		37 *		37 *												
	AVG. AUD. BY ¼ HR.		23.1		25.8		26.8		26.7		25.8		26.8		26.8		26.1		22.4		22.2		22.9		22.9		22.9		23.7		23.6		23.1		22.7
	TOTAL AUDIENCE (Households (000) & %)		{ 9,880 11.5		10,220 11.9		22,330 26.0																												
	NBC TV				PUNKY BREWSTER		SILVER SPOONS		NBC SUNDAY NIGHT MOVIE FIFTH MISSILE (SD)																										
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,590 10.0		9,190 10.7		12,630 14.7		12.3*		13.2*		14.6*		15.1*		16.2*		16.7*																
	SHARE OF AUDIENCE %		16		16		22		18 *		19 *		22 *		23 *		25 *		27 *																
	AVG. AUD. BY ¼ HR.		9.5		10.5		10.2		11.2		12.2		12.4		12.9		13.5		14.7		14.5		14.9		15.4		16.0		16.3		16.5		16.8		

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1 WK. 2	61.2	63.2	64.9	67.3	68.3	69.4	70.6	71.5	70.8	70.6	70.3	69.1	67.7	66.3	64.0	61.4
		61.2	64.0	65.5	66.5	68.1	69.5	69.6	70.1	68.3	67.6	67.3	66.4	65.1	64.7	63.6	61.4

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SUN. FEB.23, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. FEB.16, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE {  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

3,350

3.9

ABC  
WEEKEND  
REPORT-  
SUN.

3,260

3.8

11

3.8

W

TOTAL AUDIENCE {  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

4,210

4.9

CBS  
SUNDAY  
NEWS-  
OSGOOD

4,210

4.9

10

4.9

E

E

K

1

TOTAL AUDIENCE {  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

940

1.1

G  
MICHAELS  
SPORTS  
MACHINE

1,030

1.2

3

1.2

TOTAL AUDIENCE {  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

3,440

4.0

ABC  
WEEKEND  
REPORT-  
SUN.

3,440

4.0

11

4.0

W

TOTAL AUDIENCE {  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

5,580

6.5

CBS  
SUNDAY  
NEWS-  
OSGOOD

5,150

6.0

12

6.0

E

E

K

2

TOTAL AUDIENCE {  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

1,120

1.3

G  
MICHAELS  
SPORTS  
MACHINE

1,120

1.3

4

1.3

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

52.8	45.0	35.6	32.5	28.3	25.9	23.1	20.7	17.3	15.8	13.9	12.3	10.8	9.8	8.4	7.8
51.8	44.0	34.8	30.4	25.2	22.3	19.1	17.4	15.5	13.8	12.1	10.6	8.7	8.0	7.3	6.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SUN. FEB.23, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB.10-14, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)				5,500 6.4				6,180 7.2									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP)				GOOD MORNING, AMERICA-830 (CO-OP)									
	AVERAGE AUDIENCE (Households (000) & %)				4,120 4.8				4,980 5.8									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				20 4.7	4.9			21 5.9	5.8								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				3,260 3.8				3,780 4.4						6,010 7.0		5,580 6.5	
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		NEW CARD SHARKS	
	AVERAGE AUDIENCE (Households (000) & %)				2,660 3.1				2,920 3.4						5,150 6.0		4,900 5.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				13 3.1	3.1			12 3.4	3.5					21 5.7	6.3	20 5.5	5.8
WEEK 3	TOTAL AUDIENCE (Households (000) & %)				6,960 8.1				7,390 8.6						5,410 6.3		4,900 5.7	
	NBC TV				TODAY SHOW-7.30AM (CO-OP)				TODAY SHOW-8.30AM (CO-OP)						FAMILY TIES M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)				5,580 6.5				6,180 7.2						4,550 5.3		4,300 5.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				27 6.3	6.6			26 7.2	7.2					19 5.2	5.4	18 4.9	5.1
WEEK 4	TOTAL AUDIENCE (Households (000) & %)				5,330 6.2				5,840 6.8									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP)				GOOD MORNING, AMERICA-830 (CO-OP)									
	AVERAGE AUDIENCE (Households (000) & %)				4,040 4.7				4,720 5.5									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				21 4.6	4.9			22 5.5	5.6								
WEEK 5	TOTAL AUDIENCE (Households (000) & %)				3,180 3.7				3,610 4.2						5,070 5.9		4,900 5.7	
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		NEW CARD SHARKS	
	AVERAGE AUDIENCE (Households (000) & %)				2,490 2.9				2,660 3.1						4,210 4.9		4,120 4.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				13 2.9	2.9			12 3.1	3.2					18 4.6	5.2	18 4.7	4.8
WEEK 6	TOTAL AUDIENCE (Households (000) & %)				6,440 7.5				6,610 7.7						4,470 5.2		4,640 5.4	
	NBC TV				TODAY SHOW-7.30AM (CO-OP)				TODAY SHOW-8.30AM (CO-OP)						FAMILY TIES M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)				5,240 6.1				5,410 6.3						3,690 4.3		3,950 4.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				28 6.1	6.1			25 6.5	6.2					16 4.1	4.5	17 4.5	4.8
TV HOUSEHOLDS USING TV WK. 1		14.4	16.6	19.2	21.3	23.4	25.3	26.3	26.8	27.6	28.2	28.2	28.4	28.5	28.7	28.1	28.3	
(See Def. 1) WK. 2		13.4	15.9	17.9	20.0	21.7	23.2	23.8	24.7	25.2	26.1	26.3	26.4	26.1	26.8	26.2	26.2	

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. FEB.17-21, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,230 2.6		{ 3,260 3.8		{ 3,610 4.2		{ 4,470 5.2		{ 10,220 11.9				{ 9,880 11.5			
	ABC TV	B. FORSYTH'S HOT STREAK		NEW LOVE AMERICAN STYLE		RYAN'S HOPE		LOVING		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,800 2.1		{ 2,580 3.0		{ 2,920 3.4		{ 3,950 4.6		{ 7,990 9.3				{ 7,560 8.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 7 2.1	2.0	{ 10 3.0	3.1	{ 11 3.3	3.5	{ 14 4.3	4.8	{ 26 8.4	8.8* 25 *	9.2	9.7	{ 27 * 9.8	8.7* 25 *	8.6	8.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,470 8.7		{ 9,360 10.9				{ 10,390 12.1					{ 8,250 9.6				{ 5,670 6.6
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS					AS THE WORLD TURNS				CAPITOL
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,530 7.6		{ 8,160 9.5				{ 7,990 9.3	9.2*		9.3*	7.8	7.7*		7.9*	5.7	4,900
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 26 7.2	7.9	{ 32 9.2	9.8			{ 28 9.1	28 * 9.2		27 * 9.5	22 7.7	22 *	7.6	23 * 7.8	17 5.8	5.7
W E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 7,820 9.1		{ 6,360 7.4		{ 4,810 5.6		{ 2,920 3.4		{ 8,850 10.3				{ 6,790 7.9			
	NBC TV	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,790 7.9		{ 5,580 6.5		{ 4,210 4.9		{ 2,660 3.1		{ 7,390 8.6				{ 5,150 6.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 27 7.8	8.0	{ 22 6.4	6.6	{ 15 4.9	5.0	{ 9 3.1	3.0	{ 24 8.1	8.3* 23 *	8.8	8.7	8.8* 25 *	6.0* 17 *	5.9	6.2

W  E  K  2	TOTAL AUDIENCE (Households (000) & %)		{ 2,150 2.5		{ 2,830 3.3		{ 3,350 3.9		{ 4,470 5.2		{ 10,050 11.7		{ 9,530 11.1						
	ABC TV		B. FORSYTH'S HOT STREAK		NEW LOVE AMERICAN STYLE		RYAN'S HOPE		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (SD)						
	AVERAGE AUDIENCE (Households (000) & %)		{ 1,720 2.0		{ 2,410 2.8		{ 2,830 3.3		{ 3,950 4.6		{ 7,820 9.1		{ 7,300 8.5		{ 8.3* 26 *				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 7 2.0		{ 10 2.7		{ 11 3.2		{ 15 4.4		{ 27 8.3		{ 27 8.3		{ 28* 8.6				
E  K  2	TOTAL AUDIENCE (Households (000) & %)		{ 6,960 8.1		{ 8,850 10.3		{ 9,960 11.6		{ 7,730 9.0		{ 4,980 5.8								
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL								
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,930 6.9		{ 7,730 9.0		{ 7,470 8.7		{ 8.6* 29 *		{ 6,100 7.1		{ 7.0* 21 *		{ 7.2* 22 *				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 26 6.5		{ 32 8.7		{ 28 8.5		{ 29* 8.6		{ 21 7.0		{ 21* 7.0		{ 17 5.3				
NBC TV	TOTAL AUDIENCE (Households (000) & %)		{ 7,390 8.6		{ 6,010 7.0		{ 4,380 5.1		{ 3,010 3.5		{ 8,330 9.7		{ 6,180 7.2						
	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (SD)								
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,360 7.4		{ 5,240 6.1		{ 3,780 4.4		{ 2,580 3.0		{ 6,870 8.0		{ 4,720 5.5		{ 5.5* 17 *				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 28 7.3		{ 22 5.9		{ 15 4.4		{ 10 2.9		{ 24 7.6		{ 17 5.7		{ 17* 5.3				
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	WK. 2	28.4	29.1	29.4	30.4	32.3	33.4	33.3	33.8	34.9	35.5	35.4	35.3	34.2	34.3	33.3	33.8
				26.5	27.3	27.9	29.1	30.3	31.1	31.2	31.9	32.9	33.5	33.4	33.3	32.2	32.7	31.7	32.3

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.



TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

WEEK 1

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

11,170  
13.0

GENERAL HOSPITAL

(S)(OP)

12,540  
14.6ABC WORLD NEWS  
TONIGHT

8,850

10.1\*

10.5\*

11,000

10.3

29 \*

29 \*

12.8

29

10.1

10.2

21

10.1

10.2

10.5

12.6

10.4

12.8

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

7,990  
9.3GUIDING LIGHT  
(SD)(SUS-SD)

PRESS YOUR LUCK

14,350  
16.7CBS EVENING NEWS-  
RATHER

6,440

7.5

7.3\*

1,720

12,370

21

21 \*

7.6\*

2.0

14.4

7.2

7.4

7.6

5

24

7.6

1.9

2.1

14.4

14.5

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

5,500  
6.4

SANTA BARBARA

12,890  
15.0

NBC NIGHTLY NEWS

4,300

5.0

4.9\*

5.0\*

11,170

14

14 \*

14 \*

13.0

4.9

4.9

4.9

5.1

22

4.9

4.9

4.9

5.1

12.7

13.3

WEEK 2

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

11,250  
13.1

GENERAL HOSPITAL

12,370  
14.4ABC WORLD NEWS  
TONIGHT

9,020

10.5

10.3\*

10.7\*

10,910

31

31 \*

31 \*

12.7

10.1

10.5

10.8

10.6

22

10.1

10.5

10.8

10.6

12.5

12.8

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

7,040  
8.2GUIDING LIGHT  
(SD)(SUS-SD)

PRESS YOUR LUCK

13,310  
15.5CBS EVENING NEWS-  
RATHER

5,930

6.9

6.7\*

1,720

11,420

20

20 \*

7.0\*

2.0

13.3

6.7

6.8

7.0

6

23

7.0

7.0

7.0

2.0

13.2

13.5

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

5,070  
5.9

SANTA BARBARA

(S)(OP)

12,890  
15.0

NBC NIGHTLY NEWS

3,690

4.3

4.3\*

4.3\*

11,340

13

13 \*

12 \*

13.2

4.4

4.2

4.2

4.4

23

4.4

4.2

4.2

4.4

13.0

13.5

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 234.7  
33.035.7  
33.936.7  
34.738.0  
35.637.9  
35.539.6  
37.240.6  
38.842.9  
40.645.0  
42.847.2  
45.049.5  
47.352.0  
49.755.4  
53.357.5  
55.359.0  
57.060.5  
59.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 15, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					3,870 4.5		5,240 6.1		5,760 6.7		4,980 5.8		4,470 5.2		4,210 4.9	
	ABC TV					SCOOBY'S MYSTERY FUNHOUSE (SD)		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		EWOKS		DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					2,830 3.3		4,040 4.7		4,980 5.8		4,040 4.7		3,870 4.5		3,180 3.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 2.9	3.6	22 4.3	5.1	22 5.5	6.1	16 4.6	4.8	15 4.5	4.4	11 3.6	3.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,440 4.0		4,640 5.4		8,500 9.9				9,450 11.0			
	CBS TV					BERENSTAIN BEARS (SUS-SD)		WUZZLES (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)					2,580 3.0		3,690 4.3		5,670 6.6	6.3*		6.9*	6,100 7.1	7.0*		7.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 2.8	3.2	20 3.8	4.8	24 6.1	24* 6.4		23* 7.0	22 6.7	23* 7.3		23* 7.1
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					3,350 3.9		4,640 5.4		6,530 7.6		7,730 9.0		8,160 9.5		8,330 9.7	
	NBC TV					SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)					2,920 3.4		3,870 4.5		5,330 6.2		6,700 7.8		7,130 8.3		6,870 8.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 3.2	3.6	21 4.3	4.6	23 5.9	6.6	26 7.8	7.8	27 8.2	8.3	25 7.8	8.2
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					3,090 3.6		4,040 4.7		6,010 7.0		4,810 5.6		4,120 4.8		4,980 5.8	
	ABC TV					SCOOBY'S MYSTERY FUNHOUSE (SD)		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		EWOKS		DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					2,320 2.7		3,180 3.7		4,980 5.8		3,870 4.5		3,520 4.1		3,870 4.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 2.4	2.9	16 3.2	4.3	21 5.8	5.8	15 4.5	4.6	13 4.1	4.1	14 4.3	4.6
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					3,950 4.6		4,300 5.0		7,470 8.7				7,470 8.7			
	CBS TV					BERENSTAIN BEARS (SUS-SD)		WUZZLES (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)					3,090 3.6		3,780 4.4		5,500 6.4	6.1*		6.8*	5,070 5.9	5.5*		6.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 3.1	4.0	19 4.2	4.7	23 5.8	23* 6.4		23* 6.8	19 5.4	18* 5.7		20* 6.2
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					4,040 4.7		5,410 6.3		6,440 7.5		8,160 9.5		9,280 10.8		7,650 8.9	
	NBC TV					SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)					3,180 3.7		4,550 5.3		5,580 6.5		7,040 8.2		7,990 9.3		6,610 7.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 3.3	4.1	23 5.4	5.2	24 6.0	7.1	28 8.2	8.3	31 9.4	9.2	24 7.5	7.9
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	9.3	10.9	12.4	14.3	16.7	19.1	21.7	24.1	26.3	28.0	29.6	30.8	30.7	32.4	32.9
		WK. 2	7.7	9.2	10.9	14.2	17.6	20.2	23.3	25.4	27.3	28.6	29.3	29.6	29.8	31.2	31.4

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SAT. FEB. 22, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 15, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,210 4.9		5,410 6.3		4,900 5.7		5,070 5.9									
	ABC TV		13 GHOSTS OF SCOOBY-DOO		LITTLES		ABC WEEKEND SPECIALS HENRY HAMILTON, GRADUATE GHOST Pt. 2		AMERICAN BANDSTAND									
	AVERAGE AUDIENCE (Households (000) & %)	{	3,350 3.9		4,640 5.4		4,040 4.7		3,010 3.5		3.1*		4.0*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 3.8	4.1	16 5.2	5.6	13 4.8	4.6	10 3.1	9* 3.1			11* 4.1					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,180 7.2		3,610 4.2		2,920 3.4		4,120 4.8				6,180 7.2			9,020 10.5		
	CBS TV		RICHIE RICH (SD)		DUNGEONS AND DRAGONS (SD)		POLE POSITION		GET ALONG GANG (SD)				CBS SPORTS SPC. SAT 180C			(1)		
	AVERAGE AUDIENCE (Households (000) & %)	{	5,240 6.1		3,180 3.7		2,490 2.9		3,260 3.8				3,260 3.8	3.4*		3,260 3.8	3.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	18 6.2	6.1	11 3.8	3.6	8 2.9	2.9	11 3.6	4.1			11 3.4	10* 3.5	4.2	12* 4.2	10 3.4	10* 3.5
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	7,900 9.2		5,930 6.9		4,980 5.8		5,240 6.1				9,710 11.3					
	NBC TV		ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T		SPIDERMAN AND FRIENDS				NBC COLLEGE BSKBL SAT IOWA VS MICHIGAN USC VS ARIZONA MULTI-SEGMENT TELECAST					
	AVERAGE AUDIENCE (Households (000) & %)	{	6,790 7.9		4,900 5.7		4,210 4.9		4,120 4.8				4,380 5.1	4.9*		5.0*		5.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 7.9	7.8	16 5.8	5.7	14 4.8	5.1	14 4.6	4.9			14 5.1	13* 4.8	5.1	14* 5.1	5.5	14* 5.2
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	4,300 5.0		5,150 6.0		4,120 4.8		2,230 2.6				4,640 5.4					
	ABC TV		13 GHOSTS OF SCOOBY-DOO		LITTLES		ABC WEEKEND SPECIALS ARTHUR THE KID		AMERICAN BANDSTAND				INT'L-TENNIS CHAMPS-SAT.					
	AVERAGE AUDIENCE (Households (000) & %)	{	3,610 4.2		4,300 5.0		3,180 3.7		1,890 2.2				1,630 1.9	1.9*		1.8*		2.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 4.2	4.2	15 5.0	5.1	12 3.9	3.5	7 2.4	2.1			6 1.9	6* 1.9	1.8	6* 1.8	6* 1.8	6* 2.1
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	6,180 7.2		5,330 6.2		3,780 4.4		3,610 4.2					7,470 8.7				
	CBS TV		RICHIE RICH (SD)		DUNGEONS AND DRAGONS (SD)		POLE POSITION		GET ALONG GANG (SD)					CBS NCAA BASKETBALL-SAT ALABAMA VS MICHIGAN (2:00-4:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)	{	5,330 6.2		4,120 4.8		3,090 3.6		3,010 3.5					3,090 3.6	3.3*		3.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	19 6.4	6.0	15 4.8	4.8	11 3.5	3.7	11 3.5	3.5				11 3.0	10* 3.6	3.7	11* 3.5	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	7,300 8.5		5,410 6.3		4,380 5.1		4,470 5.2				7,470 8.7					
	NBC TV		ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T		SPIDERMAN AND FRIENDS				NBC COLLEGE BSKBL SAT LOUISVILLE VS HOUSTON UCLA VS USC MULTI-SEGMENT TELECAST					
	AVERAGE AUDIENCE (Households (000) & %)	{	6,360 7.4		4,720 5.5		3,950 4.6		3,690 4.3				3,180 3.7	3.8*		3.7*		4.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	23 7.4	7.5	17 5.8	5.2	14 4.3	4.8	13 4.1	4.4			11 4.2	12* 3.3	3.5	11* 3.6	12* 3.6	12* 4.3
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	34.1	34.8	34.2	35.0	34.9	35.0	34.5	35.3	34.9	34.8	35.0	34.1	33.6	35.0	35.8	36.5
		WK. 2	33.2	33.4	32.8	32.6	31.8	31.9	32.5	32.2	31.7	31.7	31.3	32.0	31.3	31.8	32.8	33.5

U.S. TV Households: 85,900,000

(1) CBS NCAA BASKETBALL-SAT, LOUISVILLE VS DEPAUL &amp; UCLA VS ARIZONA, CBS, (2:30-4:47PM)

For explanation of symbols, See page A.

DAY SAT. FEB. 22, 1986



TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	8,850 10.3						10,910 12.7							10,140 11.8
	ABC TV		PRO BOWLERS TOUR (3:00-4:35PM) (-OP)				ABC WIDE WORLD-SPORTS SAT (4:35-6:00PM)(OP)								ABC WRLD NEWS TONIGHT-SAT	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,150 6.0	5.1*		6.0*		6.7*	7.0	6.1*		6.7*		8.2*	8,680 10.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		15 4.7	13 *	5.8	15 *	6.3	16 *	7.0	14 *	6.1	15 *	6.8	17 *	18 9.8	10.4
K 2	TOTAL AUDIENCE (Households (000) & %)	{							7,470 8.7						10,310 12.0	
	CBS TV		CBS NCAA BASKETBALL-SAT LOUISVILLE VS DEPAUL UCLA VS ARIZONA (2:30-4:47PM)(-OP)				CBS SPORTS SAT. SPEC. ED. (4:47-6:00PM)(OP)								CBS SAT. NEWS- SCHIEFFER	
	AVERAGE AUDIENCE (Households (000) & %)	{		3.8*		3.5*		4.3*		3,870 4.5		4.5*		5.0*	8,590 10.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		4.0	10 *	3.3	9 *	3.7	11 *	4.3	11	3.6	11 *	4.7	11 *	18 9.7	10.4
K 2	TOTAL AUDIENCE (Households (000) & %)	{	10,310 12.0									6,870 8.0			6,790 7.9	
	NBC TV		NBC COLLEGE BSKBL 2 SAT GEORGETOWN VS VILLANOVA (3:00-5:38PM)(-OP)				HAWAIIAN OPEN GOLF-SAT (5:38-6:30PM)(OP)								NBC NIGHTLY NEWS- SAT. (B)	
	AVERAGE AUDIENCE (Households (000) & %)	{	4,300 5.0	4.0*		4.4*		4.3*		4.8*		6.7*	4,470 5.2	5.0*	5,580 6.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		13 4.0	11 *	4.4	12 *	4.4	11 *	4.5	12 *	5.2	16 *	6.9	11 *	12 6.1	6.9

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,730 9.0						13,060 15.2						9,530 11.1	
	ABC TV		PRO BOWLERS TOUR (3:00-4:32PM)(-OP)				ABC WIDE WORLD-SPORTS SAT (4:32-6:00PM)(OP)								ABC WRLD NEWS TONIGHT-SAT	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,070 5.9	4.5*		5.7*		7.2*	8.4	7.5*		8.2*		9.4*	8,070 9.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		16 4.1	13 *	5.4	16 *	6.1	19 *	7.5	20 *	7.4	20 *	8.2	21 *	18 9.1	9.7
K 2	TOTAL AUDIENCE (Households (000) & %)	{						8,070 9.4							7,730 9.0	
	CBS TV		CBS NCAA BASKETBALL-SAT ALABAMA VS MICHIGAN (2:00-4:00PM)				CBS NCAA BASKETBALL-GM 2 OKLAHOMA VS DUKE								CBS SAT. NEWS- SCHIEFFER	
	AVERAGE AUDIENCE (Households (000) & %)	{		3.7*		3.6*		3.260 3.8	3.3*		3.2*		4.3*		6,360 7.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		3.9	11 *	3.5	10 *	3.8	10	9 *	3.1	8 *	4.1	11 *	11 *	15 7.1	7.8
K 2	TOTAL AUDIENCE (Households (000) & %)	{	8,760 10.2												9,710 11.3	
	NBC TV		NBC COLLEGE BSKBL 2 SAT KENTUCKY VS GEORGIA ST. JOHN'S VS DEPAUL MULTI-SEGMENT TELECAST												NBC NIGHTLY NEWS- SAT.	
	AVERAGE AUDIENCE (Households (000) & %)	{	4,120 4.8	4.8*		4.7*		4.7*		4.8*					7,820 9.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		13 4.4	14 *	4.8	13 *	4.6	13 *	4.7	12 *	4.8				18 8.6	9.6

TV HOUSEHOLDS USING TV WK. 1	37.3	38.4	39.3	40.1	40.3	41.3	42.2	42.6	43.4	44.6	46.5	47.6	50.4	52.4	54.4	56.4
(See Def. 1) WK. 2	33.6	34.5	35.6	36.4	37.1	37.9	38.5	39.4	40.4	41.5	43.8	44.8	47.1	49.2	51.2	52.9

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. FEB. 23, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB. 16, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			5,500 6.4													
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)			3,870 4.5													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			13 3.9	4.3* 4.7			4.8* 4.5									
	TOTAL AUDIENCE (Households (000) & %)					18,730 21.8											
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					7,220 8.4	5.9* 6.4		7.3* 7.5		8.1* 8.1		8.0* 8.2		8.5* 8.4		9.6* 9.8
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 5.4	18* 6.4		20* 7.1		21* 8.1		20* 8.2		22* 8.5		24* 9.5
	TOTAL AUDIENCE (Households (000) & %)							2,830 3.3		10,910 12.7							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)							2,150 2.5		5,330 6.2							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							7 2.4		16 4.3							

W E E K 2	TOTAL AUDIENCE (Households (000) & %)			5,670 6.6										5,410 6.3			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)			3,610 4.2										1,720 2.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			13 3.7	3.9* 4.1			4.5* 4.4						1.5* 1.5		1.4* 1.5	1.7* 1.8
	TOTAL AUDIENCE (Households (000) & %)					13,920 16.2											11,510 13.4
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					5,930 6.9	5.6* 5.9		6.5* 6.9		6.6* 6.4		6.9* 7.0		8.0* 8.1		5,930 6.9
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 5.3	18* 5.9		19* 6.1		19* 6.8		20* 6.8		22* 7.9		18 8.7
	TOTAL AUDIENCE (Households (000) & %)							3,690 4.3		8,930 10.4							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)							2,830 3.3		3,780 4.4							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							10 3.1		12 3.7							

TV HOUSEHOLDS USING TV	WK. 1	31.6	33.0	34.0	34.7	34.7	35.5	36.4	37.7	38.8	40.6	40.6	40.3	39.3	39.4	40.8	42.1
(See Def. 1)	WK. 2	30.2	31.3	31.5	31.8	31.9	33.2	33.7	34.5	34.6	35.9	36.0	36.0	36.5	36.8	38.2	38.6

U.S. TV Households: 85,900,000

(1) CBS NCAA BASKETBALL - SUN, GEORGETOWN VS SYRACUSE, CBS, (2:49-4:39PM)

For explanation of symbols, See page A.

DAY SUN. FEB. 23, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB. 16, 1986

		TIME																	
		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
W E K 1	TOTAL AUDIENCE (Households (000) & %)			6,180 7.2				12,110 14.1										9,790 11.4	
	ABC TV			ABC PROFESSIONAL BOXING				ABC WIDE WORLD-SPORTS SUN										ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)			3,610 4.2		3.7*		4.6*		5,930 6.9		6.6*		7.4*		6.8*		8,330 9.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			10 3.2		9 4.2		11 4.5		15 6.5		15 6.8		16 7.1		14 6.7		9.4	9.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)			16,580 19.3										10,740 12.5					
	CBS TV			DAYTONA 500 (12:00-3:49PM) (-OP)				NBA ON CBS BOSTON VS L.A. LAKERS (3:49-6:08PM) (OP)(-OP)						CBS EVENING NEWS- SUNDAY (6:08-6:30PM)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)			7,650 8.9		8.0*		8.0*		9.1*		8.8*		9.3*		7,820 9.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			10.3* 25 *		10.5		8.0		9.5		8.6		9.0		9.7		10.9	
W E K 3	TOTAL AUDIENCE (Households (000) & %)	10,480 12.2						9,960 11.6										5,930 6.9	
	NBC TV			SPORTSWORLD (3:08-4:39PM) (OP)(-OP)								HAWAIIAN OPEN GOLF-SUN (4:33-6:30PM)(OP)						NBC NIGHTLY NEWS- SUN	
	AVERAGE AUDIENCE (Households (000) & %)	5,580 6.5		5.8*		6.8*		7.0*		4,900 5.7		5.2*		5.5*		5.9*		4,900 5.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	15 5.7		14 *		16 *		16 *		12 4.9		12 *		12 *		13 *		10 5.2	6.1

W E K 4	TOTAL AUDIENCE (Households (000) & %)			9,880 11.5														7,220 8.4	
	ABC TV			INT'L-TENNIS CHAMPS-SUN. (1:30-4:30PM)				ABC WIDE WORLD-SPORTS SUN										ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)			1.9*		2.8*		2.5*		4,550 5.3		5.2*		5.7*		5.0*		6,270 7.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	1.9		5 *		7 *		6 *		12 *		13 *		11 *		11 *		14	7.6
W E K 5	TOTAL AUDIENCE (Households (000) & %)			11,510 13.4										10,910 12.7					
	CBS TV			CBS NCAA BASKETBALL-SUN GEORGETOWN VS SYRACUSE (2:49-4:39PM)(-OP)				CBS SPORTS SUNDAY (4:39-6:00PM)(OP)						CBS EVENING NEWS- SUNDAY					
	AVERAGE AUDIENCE (Households (000) & %)			7.1*		6.6*		7.0*		6,360 7.4		5.4*		7.2*		9.1*		8,680 10.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	6.8		19 *		17 *		17 *		17		13 *		17 *		20 *		19	10.6
W E K 6	TOTAL AUDIENCE (Households (000) & %)	10,390 12.1																9,360 10.9	
	NBC TV			SPORTSWORLD (3:04-5:00PM)(OP)														NBC NIGHTLY NEWS- SUN	
	AVERAGE AUDIENCE (Households (000) & %)	4,470 5.2		4.0*		5.2*		5.8*		5.7*		5.7*						7,300 8.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	13 4.0		11 *		13 *		14 *		14 *		14 *						8.0	9.0

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	WK. 3	WK. 4	WK. 5	WK. 6	WK. 7	WK. 8	WK. 9	WK. 10	WK. 11	WK. 12	WK. 13	WK. 14	WK. 15	WK. 16	WK. 17	WK. 18	WK. 19	WK. 20
(See Def. 1)	42.8	42.6	42.9	42.4	43.0	43.8	44.8	45.0	46.2	47.9	48.4	49.4	53.0	54.7	57.2	58.5				
	38.9	38.4	40.3	41.0	41.0	42.5	43.4	44.3	44.7	45.7	46.7	48.5	51.9	54.1	55.6	57.7				

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. FEB. 23, 1986

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC ABC BUSINESS BRIEF-MON	2	8.58- 8.59PM	8.45								11,940	13.9	11,940	13.9	20	13.9	
ABC ABC NEWSBRIEF-MON	1	9.43- 9.44PM	9.30	12,280	14.3	12,280	14.3	20	14.3		13,400	15.6	13,230	15.4	22	15.4	
	2	9.52- 9.54PM	9.45														
CBS AMERICAN PORTRAIT SUS.(SUS)	2	8.58- 8.59PM	8.45														
NBC NBC MONDAY NIGHT MOVIES	1	9.00-11.30PM	→GRID 11.00 11.15	27,660	32.2	17,350	20.2	31	22.0 19.8								
EVENING TUESDAY																	
ABC WHO'S THE BOSS?	1	8.39- 9.09PM	→GRID 9.00	21,820	25.4	17,870	20.8	30	23.4								
ABC MOONLIGHTING	1	9.09-10.09PM	→GRID 10.00	22,160	25.8	16,920	19.7	29	20.0								
							20.0*	31*	20.0								
ABC ABC NEWSBRIEF-TUE	2	9.58- 9.59PM	9.45								11,600	13.5	11,600	13.5	20	13.5	
	1	10.07-10.08PM	10.00	13,140	15.3	13,140	15.3	23	15.3								
ABC SPENSER: FOR HIRE	1	10.09-11.09PM	→GRID 11.00	15,460	18.0	11,250	13.1	22	12.6								
							12.6*	24*	12.6								
CBS CONFERENCE WRAPUP(SUS)	1	8.35- 8.37PM	8.30														
NBC A TEAM	1	8.38- 9.38PM	→GRID	19,670	22.9	13,920	16.2	23									

			9.30				16.6*	24*	16.6								
NBC REMINGTON STEELE	1	10.30-11.30PM	-GRID 11.00 11.15	14,350	16.7	10,910	12.7	23	13.1 12.9								
							13.0*	25*									
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED	1	8.57- 8.59PM	8.45	14,860	17.3	13,570	15.8	23	15.8		14,260	16.6	14,260	16.6	24	16.6	
	2	8.58- 8.59PM	8.45								16,580	19.3	16,580	19.3	29	19.3	
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	16,150	18.8	16,150	18.8	28	18.8								
CBS AMERICAN PORTRAIT SUS(SUS)		8.58- 8.59PM	8.45														
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	11,170	13.0	11,170	13.0	19	13.0		12,110	14.1	12,110	14.1	21	14.1	
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	1	8.41- 8.43PM	8.30	12,710	14.8	12,370	14.4	23	14.4		13,660	15.9	13,660	15.9	26	15.9	
	2	8.43- 8.44PM	8.30														
ABC ABC NEWSBRIEF-FRI	1	9.55- 9.56PM	9.45	6,610	7.7	6,610	7.7	12	7.7		6,440	7.5	6,440	7.5	12	7.5	
	2	9.58- 9.59PM	9.45														
CBS AMERICAN PORTRAIT SUS.(SUS)	1	8.58- 8.59PM	8.45														
CBS AMERICAN PORTRAIT-SUS.(SUS)	2	8.58- 8.59PM	8.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	6,440	7.5	6,440	7.5	12	7.5		6,270	7.3	6,270	7.3	12	7.3	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	9,020	10.5	9,020	10.5	16	10.5		7,390	8.6	7,390	8.6	14	8.6	
CBS SPORTSBREAK-SAT CONT'D	2	8.58- 8.59PM	8.45								9,620	11.2	9,620	11.2	19	11.2	

<b>DAY</b> <b>NETWORK/PROGRAM</b>	<b>WK #</b>	<b>TIME (N.Y.T.)</b>	<b>QUARTER HOUR</b>	<b>WEEK 1</b>							<b>WEEK 2</b>					
				<b>TOTAL AUDIENCE</b>		<b>AVERAGE AUDIENCE</b>			<b>AVG. AUD.BY ¼ HR</b>	<b>TELE- CAST DAYS</b>	<b>TOTAL AUDIENCE</b>		<b>AVERAGE AUDIENCE</b>			<b>AVG. AUD.BY ¼ HR</b>
				<b>HOUSEHOLDS</b>		<b>HOUSEHOLDS</b>	<b>%</b>	<b>SHARE</b>			<b>HOUSEHOLDS</b>		<b>HOUSEHOLDS</b>	<b>%</b>	<b>SHARE</b>	
				<b>(000)</b>	<b>%</b>	<b>(000)</b>	<b>%</b>	<b>%</b>	<b>%</b>		<b>(000)</b>	<b>%</b>	<b>(000)</b>	<b>%</b>	<b>%</b>	<b>%</b>
EVENING SATURDAY—CONT'D																
CBS SPORTSBREAK-SAT—CONT'D	1	9.06-	9.07PM	9.00	14,690	17.1	14,690	17.1	26	17.1						
CBS NEWSBREAK-SAT.	1	9.58-	9.59PM	9.45	11,600	13.5	11,600	13.5	21	13.5						
	2	9.55-	9.56PM	9.45							7,900	9.2	7,900	9.2	15	9.2
NBC NBC NEWS DIGEST-SAT		8.58-	8.59PM	8.45	11,770	13.7	11,770	13.7	21	13.7	13,310	15.5	13,310	15.5	26	15.5
NBC NBC NEWS DIGEST-2-SAT.	2	9.58-	9.59PM	9.45							12,460	14.5	12,460	14.5	24	14.5
EVENING SUNDAY																
ABC ABC SPORTS UPDATE-SUN	2	8.58-	8.59PM	8.45							13,920	16.2	13,920	16.2	23	16.2
	1	9.27-	9.28PM	9.15	16,840	19.6	16,840	19.6	28	19.6						
ABC ABC NEWSBRIEF-SUN.		9.59-	10.00PM	9.45	17,440	20.3	17,440	20.3	29	20.3	13,830	16.1	13,830	16.1	24	16.1
CBS SPORTSBREAK-SUN		8.58-	8.59PM	8.45	17,780	20.7	17,780	20.7	29	20.7	18,210	21.2	18,210	21.2	30	21.2
CBS NEWSBREAK-SUN.	1	10.00-	10.01PM	10.00	14,260	16.6	14,260	16.6	25	16.6						
	2	10.07-	10.08PM	10.00							16,150	18.8	16,150	18.8	29	18.8
NBC NBC NEWS DIGEST-SUN	1	8.58-	8.59PM	8.45	8,680	10.1	8,680	10.1	14	10.1						
	2	9.11-	9.12PM	9.00							8,760	10.2	8,760	10.2	15	10.2
NBC NBC NEWS DIGEST-2-SUN.	1	9.54-	9.55PM	9.45	9,710	11.3	9,710	11.3	16	11.3						

PROGRAM	TIME	RATE	SPOTS	WEEKDAYS	SAT	SUN	TOTAL SPOTS	AUDIENCE	PERCENTILE
EVENING MONDAY-FRIDAY ABC ABC NEWS:NIGHTLINE	>	11.30 11.45 12.00	6,610	7.7	5,150	6.0	17	6.9 M-F 5.4 M-F 4.8 M-TH	6,530 7.6 5,150 6.0 16 6.7 M-F 5.4 M-F 3.9 TUTHF
ABC EYE ON HOLLYWOOD	>	12.00 12.15 12.30	1,550	1.8	1,290	1.5	7	1.5 M-F 1.4 M-F 1.3 M-W	1,290 1.5 1,030 1.2 5 1.3 M-F 1.1 M-F 1.0 MTUTHF
CBS AMERICAN PORTRAIT	8.58- 8.59PM	8.45	12,630	14.7	12,630	14.7	21	14.7 MTUTH	11,000 12.8 11,000 12.8 19 12.8 TU&TH
CBS NEWSBREAK-M-F	>	9.45 10.00	11,510	13.4	11,510	13.4	20	13.4 M-F	11,510 13.4 11,510 13.4 20 12.7 M-F 16.2 TUE.
CBS CBS LATE NIGHT I	>	11.30 11.45 12.00 12.15 12.30	7,130	8.3	4,720	5.5 5.8*	19 17*	6.0 M-F 5.5 M-F 5.4 M-F 5.1 M-F 4.9 M-F	7,130 8.3 4,900 5.7 19 6.1 M-F 5.9* 16* 5.7 M-F 5.7 M-F 5.4 M-F 5.5 M-F
CBS CBS LATE NIGHT II	>	12.30 12.45 1.00 1.15	4,040	4.7	3,090	3.6 3.8*	20 19*	4.1 M-F 3.6 M-F 3.4 M-F 3.2 M-F	4,210 4.9 3,180 3.7 20 4.3 M-F 3.9* 19* 3.7 M-F 3.6 M-F 3.3 M-F
	VARIOUS TIMES	(SUS)				3.4*	21*		3.4* 21*
CBS CBS NEWS NIGHTWATCH-1	2.00- 2.30AM	2.00 2.15	1,290	1.5	1,120	1.3	14	1.3 M-THSU 1.2 M-THSU	1,370 1.6 1,200 1.4 15 1.4 M-THSU 1.3 M-THSU
CBS CBS NEWS NIGHTWATCH-2	2.30- 3.00AM	-GRID 2.30 2.45	1,200	1.4	1,200	1.4	18	M-THSU 1.4 M-THSU 1.3 M-THSU	1,460 1.7 1,290 1.5 21 1.6 M-THSU 1.5 M-THSU
CBS CBS NEWS NIGHTWATCH-3 CONT'D	3.00- 6.00AM	3.00	1,890	2.2	1,030	1.2	22	1.3 M-THSU	1,980 2.3 1,030 1.2 23 1.6 M-THSU



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D			3.15				1.3*	20*	1.2	M-THSU				1.5*	23*	1.5	M-THSU
CBS CBS NEWS NIGHTWATCH-3-CONT'D			3.30				1.3		1.3	M-THSU				1.4		1.4	M-THSU
			3.45				1.3*	22*	1.2	M-THSU				1.3*	23*	1.3	M-THSU
			4.00				1.2		1.2	M-THSU				1.3		1.3	M-THSU
			4.15				1.2*	23*	1.2	M-THSU				1.2*	24*	1.2	M-THSU
			4.30				1.2		1.2	M-THSU				1.2		1.2	M-THSU
			4.45				1.2*	24*	1.1	M-THSU				1.1*	24*	1.1	M-THSU
			5.00				1.1		1.1	M-THSU				1.0		1.0	M-THSU
			5.15				1.1*	23*	1.0	M-THSU				1.0*	23*	1.0	M-THSU
			5.30				1.1		1.1	M-THSU				1.1		1.1	M-THSU
			5.45				1.1*	22*	1.1	M-THSU				1.1*	23*	1.2	M-THSU
NBC NBC NEWS DIGEST-M-F	>		8.45	11,080	12.9	11,080	12.9	19	12.2	M-F	11,000	12.8	11,000	12.8	19	12.8	M-F
			9.15				17.5		17.5	THU.							
			9.30				10.7		10.7	TUE.							
NBC NBC NEWS DIGEST-2-M-F	>		9.45	11,510	13.4	11,510	13.4	20	12.5	MWF	10,910	12.7	10,910	12.7	19	12.7	TU&TH
			10.00				15.4		15.4	MON.							
NBC TONIGHT SHOW	>		11.30	9,880	11.5	6,180	7.2	24	9.6	M-F	10,820	12.6	6,790	7.9	24	9.1	M-F
			11.45				9.1*	24*	8.6	W-F				8.8*	24*	8.4	M-F
			12.00				7.5		7.5	M-F				7.1*	25*	7.7	M-F
			12.15				6.9*	24*	6.3	M-F						6.5	M-F
			12.30				5.4		5.4	M & TU							
			12.45				5.0*	23*	4.6	M & TU							
NBC DAVID LETTERMAN I	>		12.30	3,780	4.4	3,090	3.6	20	4.5	M-TH	4,210	4.9	3,610	4.2	21	4.4	M-TH
			12.45				3.7		3.7	W&TH						4.1	M-TH
			1.00				3.6		3.6	M & TU							
			1.15				2.8		2.8	M & TU							
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	6,440	7.5	3,610	4.2	20	5.6	FRI.	6,100	7.1	3,180	3.7	17	5.4	FRI.
			12.45				5.1*	20*	4.5	FRI.				4.8*	18*	4.3	FRI.
			1.00				4.1		4.1	FRI.						3.7	FRI.
			1.15				3.9*	19*	3.8	FRI.				3.4*	15*	3.1	FRI.
			1.30				3.6		3.6	FRI.						2.9	FRI.
			1.45				3.3		3.3	FRI.				2.8*	18*	2.7	FRI.
NBC DAVID LETTERMAN II	>		1.00	2,750	3.2	2,320	2.7	19	3.3	M-TH	3,180	3.7	2,660	3.1	21	3.5	M-TH
			1.15				2.9		2.9	W&TH						2.8	M-TH
			1.30				2.4		2.4	M & TU							
			1.45				2.2		2.2	M & TU							
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,460	1.7	1,370	1.6	16	1.6	M-F	1,290	1.5	1,200	1.4	16	1.4	M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,150	2.5	2,060	2.4	16	2.4	M-F	1,980	2.3	1,890	2.2	16	2.2	M-F
ABC ABC DAYTIME NEWSBRIEF-M-F		2.58- 2.59PM	2.45	7,990	9.3	7,990	9.3	28	9.3	M-F	7,730	9.0	7,730	9.0	28	9.0	M-F
ABC ABC AFTERSCHOOL SPECIAL(S)	1	4.00- 5.00PM	4.00	10,220	11.9	7,040	8.2	21	7.9	WED.							
			4.15				7.9*	21*	7.9	WED.							
			4.30				8.4		8.4	WED.							
			4.45				8.6*	22*	8.7	WED.							
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,890	2.2	1,370	1.6	15	1.4	M-F	1,630	1.9	1,290	1.5	15	1.3	M-F
			6.45				1.8		1.8	M-F						1.6	M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,790	7.9	6,530	7.6	25	7.6	M-F	6,610	7.7	6,360	7.4	26	7.4	M-F

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
DAY MONDAY-FRIDAY-CONT'D																			
CBS NEWSBREAK-3.44		>	3.30 3.45	6,010	7.0	6,010	7.0	19	6.8 7.2	M-F M-F	5,760	6.7	5,760	6.7	19	6.8 6.3	M-F M-F		
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	5,580	6.5	5,580	6.5	17	6.5	MWF	4,980	5.8	4,980	5.8	16	5.8	MWF		
CBS AMERICAN TREASURY SUS(SUS)		3.58- 3.59PM	3.45							MON.							THU.		
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45							THU.							TUE.		
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30 6.45	3,010	3.5	2,060	2.4	17	1.9 2.9	M-F M-F	2,830	3.3	2,060	2.4	19	2.0 2.8	M-F M-F		
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,640	5.4	4,640	5.4	16	5.4	MWF	4,210	4.9	4,210	4.9	15	4.9	MWF		
NBC MAIN STREET 5(S)	2	4.00- 5.00PM	4.00 4.15 4.30 4.45								4,810	5.6	2,580	3.0 2.9*	8 8*	3.0 2.9 2.8 3.5	TUE. TUE. TUE. TUE.		
DAY SATURDAY																			
ABC ABC FUN FIT-8:25AM		8.25- 8.29AM	8.15	3,260	3.8	2,830	3.3	18	3.3		2,580	3.0	2,150	2.5	14	2.5			
ABC ABC FUN FIT-10:55AM		10.55-10.59AM	10.45	3,440	4.0	2,920	3.4	10	3.4		4,380	5.1	3,610	4.2	13	4.2			
ABC PRO BOWLERS TOUR	1	3.00- 4.35PM	-GRID	8,850	10.3	5,150	6.0	15			7,730	9.0	5,070	5.9	16				
	2	3.00- 4.32PM	-GRID 4.30						6.7							7.3			
CBS IN THE NEWS- 8.26AM-SUS(SUS)		8.26- 8.29AM	8.15																
CBS IN THE NEWS- 8.56AM-SUS(SUS)		8.56- 8.59AM	8.45																
CBS ASTRO MINUTE-11.26AM		11.26-11.29AM	11.15	5,580	6.5	5,070	5.9	17	5.9		5,240	6.1	4,900	5.7	17	5.7			
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	3,260	3.8	2,920	3.4	10	3.4		4,120	4.8	3,780	4.4	13	4.4			
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	3,780	4.4	3,610	4.2	12	4.2		3,440	4.0	3,010	3.5	11	3.5			
CBS CBS NCAA BASKETBALL-SAT	1	2.30- 4.47PM	-GRID 4.45	9,020	10.5	3,260	3.8 4.2*	10 11*	3.7										
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	3,780	4.4	3,690	4.3	24	4.3		4,120	4.8	4,040	4.7	26	4.7			
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,210	4.9	4,120	4.8	21	4.8		4,810	5.6	4,720	5.5	23	5.5			
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	7,130	8.3	6,960	8.1	26	8.1		7,300	8.5	7,130	8.3	27	8.3			
NBC ONE TO GROW ON-11:28AM		11.28-11.30AM	11.15	6,360	7.4	6,180	7.2	21	7.2		6,610	7.7	6,270	7.3	22	7.3			
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	5,150	6.0	4,980	5.8	16	5.8		4,810	5.6	4,550	5.3	16	5.3			
NBC NBC COLLEGE BSKBL 2 SAT	1	3.00- 5.38PM	-GRID 5.30	10,310	12.0	4,300	5.0 6.9*	13 16*	6.9										
DAY SUNDAY																			
CBS DAYTONA 500(S)	1	12.00- 3.49PM	-GRID 3.45	18,730	21.8	7,220	8.4 10.6*	22 25*	10.9										
CBS NBA ON CBS	2	12.00- 2.49PM	-GRID 2.45								13,920	16.2	5,930	6.9 8.5*	20 23*	7.8			
CBS CBS NCAA BASKETBALL-SUN	2	2.49- 4.39PM	-GRID 4.30								11,510	13.4	5,930	6.9 7.2*	18 17*	7.2			
CBS NBA ON CBS	1	3.49- 6.08PM	-GRID 6.00	16,580	19.3	7,650	8.9 11.1*	20 22*	11.1										

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
DAY SUNDAY-CONT'D																			
NBC NBC COLLEGE BSKBL SUN	1	1.00- 3.08PM	→GRID	10,910	12.7	5,330	6.2	16											
	2	1.00- 3.04PM	→GRID																
		3.00					8.3*	20*	8.3							5.3			
NBC SPORTSWORLD	1	3.08- 4.33PM	→GRID	10,480	12.2	5,580	6.5	15											
		4.30							5.0										